What is Shopping Extravaganza – Social Distance Style?
Shopping Extravaganza is a 2-day VIP shopping experience including exclusive discounts and thousands of dollars in prizes—all while benefitting local charities.

When is the Event?
Shopping Extravaganza will be held on Saturday, October 3rd AND Sunday, October 4th from 10am – 6pm daily.

This year, to ensure everyone’s health and safety, the event will be split into two days with a limited number of scheduled check-in windows to allow for smaller crowds and effective social distancing. Check-in windows will be open from 10am-3pm each day, with no more than 50 people checking in per 30-minute window.

Who benefits?
Outlets at Castle Rock aims to raise over $50,000 for 15+ local charities, and welcome more than 1,500 enthusiastic, philanthropic shoppers for saving, giving, and winning, including over $60,000 in prizes!

How much are tickets?
Each $20 ticket sold to Shopping Extravaganza will include:
- Exclusive discounts to more than 40 stores
- One (1) Shopping Extravaganza Prize Scratchers with the opportunity to win more than $60,000 in retailer gift cards and grand prizes

Charities receive 100% of each $20 ticket sold!

Shopping Extravaganza Prize Scratcher
New this year, the Shopping Extravaganza Prize Scratcher will be the only way to win gift cards and other prizes. *(One Shopping Extravaganza Prize Scratcher is included with each $20 ticket).*

Additional Shopping Extravaganza Prize Scratchers are available for a donation of $5 per scrub - with 100% of proceeds going back to our charities. There are no limits to the amount you purchase. Sales of the Shopping Extravaganza Prize Scratchers throughout the two-day event will be split between the charities that have at least 40 ticket holders check in.

Last year, 7 charities split $29,175, with the top organization taking home $7,525 in prize drawing money!

How do the Prize Scratchers work?
Receive your Shopping Extravaganza Prize Scratcher the day of the event, scratch off at your leisure and reveal your prize instantly. Claim your prize at the prize table anytime throughout the day! It’s that easy!
**Check-In Windows**

Each ticket sold to Shopping Extravaganza - Social Distance Style will also have a check-in window. Each check-in window will include no more than 50 people in any location at one time, which will allow for more social distancing and the ability to enjoy the days’ activities throughout the center.

The check-in windows will be on a first-come-first-basis, available as soon as you purchase your ticket. The sooner you purchase your ticket, the larger selection of check-in times you will secure for your shopping day! Elite Rewards members will be able to purchase tickets beginning July 31st. Regular tickets go on sale August 7th.

Check-in times will be available every 30 minutes from 10am-3:30pm, with a maximum of 50 people during each time slot.

**FAQs**

**Q: Can I buy a ticket for each day of the event?**

**A: Yes, if you would like to attend both days (who doesn’t love two full days of shopping?), simply purchase a ticket for each day, in two separate transactions.**

**Q: What is the benefit of buying a Shopping Extravaganza Ticket?**

**A: Ticket buyers receive exclusive discounts at dozens of Outlets at Castle Rock stores, valid only the days of the event. They also receive one free prize drawing scratch-off ticket. Even better, 100% of every $20 ticket goes back to the ticket-buyer’s participating charity of choice.**

**Q: How many stores provide a discount?**

**A: While we are still collecting discounts for this year’s event, typically more than 40 stores participate with discounts exclusive to Shopping Extravaganza ticket holders. Last year, stores like 7 for All Mankind, Calvin Klein, H&M, Levi’s, Michael Kors, Puma and more participated!**

**Q: Are all charities that participate non-profits?**

**A: Yes. All charities whose applications are accepted are required to submit their 501c3 letter from the IRS.**

**Q: How will check-in work at the event? How will you ensure everyone stays socially distanced?**

**A: Check-in will be hosted outdoors (weather permitting) or in a large open space within the center. Ticket holders will only be able to check in during their designated check in time, selected when tickets are purchased. At check in, ticket holders will be handed their prize drawing scratch-off ticket and an event program by a staff member wearing gloves and a mask. Markers will be placed 6 feet apart if a line does form, but check-in will move quickly and any time in line should be minimal.**

**Q: Do I have to check in at the event?**

**A: Yes, you need to check in to receive your exclusive discounts and a free prize scratch-off ticket. Additionally, organizations that have at least 40 check-ins will receive a portion of the prize ticket proceeds, so checking in will help ensure they achieve that goal!**
Q: Can someone else check me in?
A: No, only one check-in and prize drawing scratch-off ticket per person. The ticket holder MUST be present to check in (to make it fair for everyone in the race for the prize drawing pot).

Q: Why buy extra prize drawing scratch-off tickets when I already receive one?
A: Your odds of receiving a $25 gift card or other amazing grand prize grow higher with every additional ticket you buy! Plus, 100% of these sales are divided among participating charities that achieve 40+ check-ins.

Q: Where do I buy more prize drawing scratch-off tickets?
A: Prize drawing scratch-off tickets will only be available for purchase at the event. Prize drawing tickets can be purchased in a designated area near the check-in table/tent.

Q: What forms of payment are accepted for the additional prize drawing scratch-off tickets?
A: We are working to ensure credit cards only can be accepted for the additional prize drawing scratch-off tickets, to avoid the transfer of cash and help stop the spread of COVID-19.

Q: I won a prize on my scratch-off! How do I redeem it?
A: Congrats! All prizes can be redeemed at the prize pick-up area. The location will be announced via email before the event and in the event’s program book.

Q: What does shopping look like at Outlets at Castle Rock now?
A: The center reopened to shoppers on May 1st with everyone’s health and safety as a priority. Extra precautions are being taken by the entire center in regard to cleaning and sanitizing. Each store has a 50% or less capacity. This means that you may experience some lines to enter a store, however, each store has tape or signage outside designating 6-foot distance. Thankfully, as an outdoor center, there is plenty of open space to enjoy shopping in fresh air with gorgeous mountain views!

Q: There used to be lunch and dessert at the event. Neither this year?
A: That’s correct. We eliminated both this year because of COVID-19. However, coupons/discounts for lunch will be provided in the event’s program. Additionally, this was a main reason for the change in price.

Q: Will the non-profits still receive the same amount of each ticket sales as years past?
A: Yes, although the ticket price has decreased, non-profits still receive $20 (100%) of each ticket purchased.

Q: What about wine tasting? Is that still happening?
A: Hopefully, our fingers are crossed! For ticket-holders 21+, as long as Colorado state mandates allow, we will move forward with wine tasting, courtesy of Fetzer Vineyards.
**Q:** How do you know the prize drawing scratch off tickets are random?
**A:** Gift cards are placed into identical pink envelopes before the event. Multiple team members “shuffle” the gift cards multiple times, so they truly are random. Scratch-off cards will be printed by an outside vendor, who will randomize them with their printing software.

**Q:** Do I have to have a ticket to shop at Outlets at Castle Rock on October 3rd and 4th?
**A:** No! Regular shopping hours are available to the public, however, the exclusive discounts and opportunity to purchase prize-drawing scratch-offs are only for ticketed event attendees.

**Q:** Who do I contact if I need help purchasing a ticket, or if my question isn’t listed here?
**A:** Call 303-288-2800 or email marketing@outletsatcastlerock.com.

**Q:** I work with a non-profit organization; how can we be a part of Shopping Extravaganza?
**A:** Just email marketing@outletsatcastlerock.com to request an application.