



THE FALL SOCIAL - NEWBURY STREET
Saturday, October 3, 2026 - Social Hours: Noon–4 p.m. | VIP Entry: 11 a.m.
A fall afternoon warmed by hard cider, fresh donuts, style and discovery.

THE FALL SOCIAL EXPERIENCE

The Fall Social will transform Newbury Street into an immersive, self-guided celebration of fall flavors, fashion, shopping and neighborhood discovery. Guests check in at the official Fall Social headquarters, receive a signature Fall Social Tote and Passport, and set out to explore participating restaurants, boutiques, specialty shops, wellness studios and neighborhood destinations at their own pace. The Passport guides guests along the route, unlocks event-only offers and experiences, and encourages them to discover everything Newbury Street has to offer before gathering for a celebratory wrap party.



Guests discover & explore the magic of fall on Newbury Street:

- Hard cider samples, seasonal cocktails and specialty tastings
- Creative donuts, savory bites and fall-inspired treats
- Fashion, accessories, beauty, lifestyle and wellness experiences
- Exclusive shopping offers, discounts, giveaways and surprises
- Pop-ups, demonstrations, live music, DJs and photo moments
- Interactive seasonal activations created by participating businesses



BUILDING ON A PROVEN PARTNERSHIP

The Fall Social marks our second collaboration with the Newbury Street League, following the successful Galentine’s Day Stroll in February 2026. Together, we demonstrated that a thoughtfully produced, Passport-based experience can motivate guests to explore Newbury Street, visit participating businesses and engage with exclusive offers and activations.

See the experience in action: [Watch highlights from our 2026 Galentine’s Day event on Newbury Street.](#)

Now, we are reimagining that proven concept for Fall - with a distinctive seasonal theme, expanded promotional reach and even more opportunities for businesses, brands and community partners to connect with an engaged audience.



WHY PARTICIPATE?

Five ways The Fall Social works harder for your business.

REACH NEW CUSTOMERS

Give guests a reason to visit, linger and discover your business.

TURN SAMPLING INTO SALES

Encourage trial, purchases and future visits through memorable experiences.

SHARED PROMOTION

Gain visibility through event marketing, partnerships and social media.

MEMORABLE ENGAGEMENT

Connect through pop-ups, giveaways, offers and branded experiences.

A STRONGER MAIN STREET

Support local businesses and help strengthen the neighborhood.



INCENTIVIZED EXPLORING

Guests who complete the route and return their Passport at the wrap party will be entered for a chance to win a prize package featuring products and experiences from participating businesses.

This isn't a bar crawl or a traditional sip-and-shop event.

It is an immersive Newbury Street experience centered on seasonal flavors, friendship, style, discovery and memorable local connections—giving guests an exciting reason to explore while bringing meaningful visibility, foot traffic and engagement to participating businesses.

Newbury Street businesses can join the experience as an Official Social Stop, with three participation levels offering different degrees of visibility and promotion.



BECOME AN OFFICIAL SOCIAL STOP



BASIC SOCIAL STOP \$199 PER EVENT ✓ Official Social Stop designation ✓ Inclusion in the Fall Social Passport and route materials ✓ Core event promotional support ✓ Opportunity to welcome guests with a special offer, sample or experience	SPOTLIGHT SOCIAL STOP \$299 PER EVENT <i>Includes all Basic benefits, plus:</i> ✓ Enhanced promotional placement ✓ One approved offer or promotional item in the official Fall Social Tote ✓ Additional visibility within select event communications	PREMIER SOCIAL STOP \$499 PER EVENT <i>Includes all Spotlight benefits, plus:</i> ✓ Highest level of Social Stop visibility ✓ Prominent logo placement across event materials ✓ Inclusion in the NESN Dirty Water TV featured segment
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SOCIAL STOP COMMITMENTS

To create a welcoming and consistent experience for every guest, all Official Social Stops agree to:

- ☐ Remain open, appropriately staffed and ready to welcome guests throughout the official Fall Social hours
- ☐ Create a fall-themed activation, such as a sample, tasting, special offer, giveaway or interactive experience
- ☐ Honor the published offer or activation for all Fall Social guests during the event
- ☐ Display provided event signage and promotional materials prior to and during the event, where permitted
- ☐ Share Instagram and Facebook posts and stories
- ☐ Submit your logo, link to website, business information and activation details by the requested deadlines
- ☐ Donate a gift card, product or experience for the Fall Social Passport Giveaway Basket(s)
- ☐ Designate an event-day contact and promptly communicate any changes to your participation or activation

Choose the Social Stop level that best matches your goals and the visibility you want to receive. To reserve your place, ask questions or discuss which option is right for your business, contact us at events@thetroll.com. To receive all included promotional benefits, please reserve your Social Stop level by **Friday, September 11, 2026**. Space is limited and participation may close earlier if all available spots are filled. We are excited to celebrate fall with you on Newbury Street!