

Details and Restrictions

Downtown for the Holidays 2025 Promotion
Shop Small Downtown

The San Jose Downtown Association's Shop Small Downtown promotion rewards customers for supporting Downtown San Jose's ground-floor businesses, such as retail stores, restaurants, cafes, bars, clubs, museums, galleries, health and beauty services, local theater performances, and other entertainment venues.

How To Get Rewarded

- Collect receipts totaling $150 or more from businesses located in downtown San Jose's business improvement district (defined below). Receipts from small, locally owned businesses are strongly encouraged.
- Submit your receipts from purchases made between Nov. 28 thru Dec. 24, 2025 and provide your contact information using the form below.
- If you are a Grand Prize Winner, you will be contacted by an SJDA staff member via email and/or phone number to coordinate.

Rules & Details

- The first 100 qualifying submissions will receive a $50 Downtown gift card.
- All valid submissions will be entered to win our two Grand Prizes - two lucky winners will win one $500 Downtown gift card each. Submissions received after the initial 100 Downtown gift cards have been distributed will still be entered into the Grand Prize drawings. One entry per valid $150 submission.
- Receipts accepted from small downtown businesses such as retail stores, restaurants, cafes, bars, clubs, museums, galleries, health and beauty services, local theatre performances, and other entertainment venues. See all the ways to spend $150 in Downtown.
- Taxes, gratuity and delivery fees do not count toward the $150 total.
- Online retail purchases and gift card receipts are not valid. Receipts for online ticket purchases made between Nov. 28 thru Dec. 24 for events, activations or shows after Dec. 24 will also be accepted.
- Receipts must show only one receipt per photo, be readable and itemized – date, name of business and full total must be included.
- Receipts may only be submitted once.
- Participants may have up to one valid submission.
- Participating businesses must be located within the Downtown San Jose Business Improvement District, defined as Fourth Street on the east; Interstate 280 on the south; Highway 87 on the west and Julian Street on the north; plus San Jose MarketCenter on Coleman Avenue, Little Italy and the Sharks Pro Shop at SAP Center. Map with boundaries.

Not valid for: Tickets to national touring shows or concerts, Sharks games, parking fees, purchases from major chain stores like Target and Trader Joe's, gas station expenses, or hotel stays.

If you have additional questions, please email lnuttall@sjdowntown.com.