



HARTFORD AREA

Chamber of Commerce

Greetings Chamber Member,

The Marketing Committee is excited to announce the kickoff of the **#DiscoverHartford - Love Where You Live** campaign. **#DiscoverHartford** will be starting Monday, November 26th leading up to Hartford's Hometown Christmas celebration! Our objective is to bring awareness to the variety of businesses in town, shift the spending culture so that it is more community focused, and create a stronger community. We aim to do this by highlighting different sectors, helping business owners tell their story, and sponsoring promotions that bring patrons to your business.

Only current members of the Hartford Area Chamber of Commerce are eligible to participate in this campaign - an added benefit we hope that will bring even more value to your membership. We encourage you to post on social media using the hashtag **#DiscoverHartford** and whichever hashtag below best applies to you. Your business can choose to be as active as you like. Each day leading up to Hometown Christmas will feature a different theme:

Monday, November 26: #ManufacturingMonday

Discover Hartford's different manufacturers!

Tuesday, November 27: #ShopTillYouDrop

Discover Hartford's variety of retailers!

Wednesday, November 28: #WellnessWednesday

Discover Hartford's health and wellness providers!

Thursday, November 29: #LeaveItToTheProfessionals

Discover Hartford's professional services!

Friday, November 30: #FoodieFriday

Discover Hartford's food and hospitality services!

Saturday, December 1: #CommunityOrganizations

Discover Hartford's community organizations!

Each day of the week will feature a different category that Chamber members fall into. On that day, we will promote any event that the business that falls into that category would like to host. For example, your business may host an open house, special sale, fun event, or simply have cookies and hot chocolate for customers to enjoy. You also have the option to be listed in that category and not hold any promotion. If your business does not have a traditional brick & mortar space, we encourage you to team up with businesses that do and find ways to promote your services!

Community members will be motivated to participate in **#DiscoverHartford** week. Patrons will be able to enter into a contest to win a Traeger Grill (valued at \$799) and several other prizes. By posting photos of themselves using the hashtag **#DiscoverHartford** and checking in at your place of business, they will be entered into the contest (no purchase necessary). At the end of **#DiscoverHartford** week, we will draw a winner for the prizes and announce it on Hartford's Hometown Christmas! The purpose of this contest is to engage members of the community by bringing them to Hartford businesses. Each post will then become part of the story where their friends will see them supporting your business.

#DiscoverHartford will then be followed up by a sixth month campaign starting in January where each month will feature a different category of Chamber members:

January: Food/Hospitality and the Burger Battle Challenge

February: Community Organizations

March: Manufacturing & Industry

April: Retail & Shopping

May: Health & Wellness

June: Professional Services

During the month, we will feature stories either from customers about how a particular business has changed or improved their lives or stories of interest that need to be told. Social media will play into this campaign as we will be posting trivia facts about specific businesses and sharing blog posts featuring professionally written stories alongside stories from West Central School District participants.

We hope you join us in **#DiscoverHartford**! Your membership and engagement are extremely important in making this campaign a success. More information about this campaign can be found at www.hartfordsdchamber.org/discover. There, you will also be able to submit your promotion, special, or contest that will then be featured on social media, the Chamber website, and our different publications.

Thank you and we look forward to growing your business through **#DiscoverHartford**!