



Small Business Saturday Participation Request

Main Street Gardnerville (MSG) and the Carson Valley Chamber of Commerce (CVCC) are working together to bring customers to our local retailers on **Saturday, November 24th**. This is the day after *Black Friday*. Our third partner is **YOU** the retailers of our communities! This effort was started in 2010, to remind people to shop locally. American Express who will promote the event nationwide, has also supplied us with promotional materials like window decals and tote bags.

MSG & CVCC would like to enlist our member businesses to be part of that day's events. We will be creating a walking map that will have the names, addresses and hours of operation of all the participating businesses on it. Shoppers will be encouraged to visit as many businesses as they wish. (Shoppers need to be 18 years or older to participate in any contesting.)

Participating businesses are encouraged to conduct their own contest within their store, offering a prize valued at \$20 or more. That way, shoppers can potentially win something at each store they visit. How you give it away is up to you, but we encourage you to conduct a drawing for it so you have a chance to gather your customers' names, e-mail and phone numbers for your database.

Shoppers can also qualify to win the Grand Prize, while playing Bingo by visiting shops. *(Details and rules will be on the Chamber and Main Street websites.)*

Main Street Gardnerville and the Carson Valley Chamber will:

- Promote Small Business Saturday with e-blasts, calendar placements, press releases, PSA's, and social media postings
- Provide promotional materials.
- Develop a walking map handout for shoppers. This map will be available via our websites and office locations (during regular business hours) and at all participating businesses.
- Develop Bingo Cards. These will be available at participating businesses.

Each Participating Business will agree to the following:

- Display the Shop Small Collateral.
- Hand out the walking map and Small Business Saturday Bingo Cards showcasing the participating businesses.
- Offer a 'Shop Small Special' on the 24th.
- Provide an item of at least \$20 in value to be given away by you, in your business.
- Provide MSG and the Chamber with the details outlined below by November 16, 2018.
- Draw a winner at the close of business that day. *(Please notify your MSG or CVCC contact on Monday, November 26th with your winner's name & contact information, the prize(s) won and a photo of the winner collecting the prize for additional promotional opportunities for you.)*

COUNT ME IN! I will participate as outlined above in Small Business Saturday. (Deadline noon on 11-16-2018)

Business Name: _____ Representative: _____

Physical Address: _____

Phone: _____ Alt. Phone: _____

Email: _____ Website: _____

Hours on November 24th: _____ Special: _____

Prize to be given away: _____ Value: \$ _____

**Return to: Carson Valley Chamber of Commerce 1477 US Hwy 395 N., Suite A Gardnerville, NV 89410
Attn: Alicia Main Alicia@carsonvalleynv.org Ph: (775) 782-8144 Fax: (775) 782-1025**