

Dear _____

The Penfield Business Chamber's mission is to help area businesses reach success through networking opportunities, educational enrichment, business mentoring and marketing support. **To support local businesses as they re-open due to COVID-19, we have launched a "Look Local First" program -to educate Penfield community members on the value of patronizing small local businesses before searching online or at big box stores, and the positive impacts that shopping locally has on a community.**

The PBC will highlight several reasons to shop locally including:

- **Keeping local dollars in the community** – when consumers or businesses buy locally, more money is kept in the local community and the local tax base increases. When shopping locally, about 70% of money spent on purchases stays local, v. 40% when you shop at a non-locally owned business. (<https://thelocalgood.ca/top-10-reasons-to-shop-local/>).
- **Create jobs in our community** – Small local businesses are the largest employers nationally and most of the new jobs are created by local businesses.
- **Creativity, Innovation & Customer Service** – The character of a local community is shaped by unique and innovative businesses that provide a high level of personalized customer service that simply cannot be replicated online or in the big-box stores.

The PBC Look Local First program includes the following efforts:



- 1) A web page dedicated to "Look Local First"
- 2) Three short video commercials posted on Facebook and YouTube
- 3) Social media posts and advertising to support our businesses and sponsors
- 4) Local Press opportunities (print, television, and other media) to share message
- 5) Creation of collateral such as reusable shopping bags, masks, flyers and window decals
- 6) Penfield Business Directory published by Genesee Valley Penny Saver in November

In order for us to see the full benefit of the program, we need sponsors like you. Your sponsorship will help offset the cost of advertising and materials to support our efforts. Sponsoring Look Local First will also provide your business with a variety of opportunities to highlight your business. To sponsor this program, please complete the sponsorship registration form and do not hesitate to contact Marie Cinti, PBC President with any questions at info@penfieldbusiness.org.

We appreciate your consideration!

The Penfield Business Chamber Board of Directors



SPONSOR REGISTRATION FORM

NAME OF ORGANIZATION: _____

CONTACT NAME: _____ PHONE _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____

SPONSORSHIP LEVELS:

CHOOSE YOUR LEVEL (CHECK)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LEVEL	PLATINUM	GOLD	SILVER
AMOUNT	\$1000	\$500	\$250
Included on Look Local First Web Page	✓ as a platinum sponsor	✓ as a gold sponsor	✓ as a silver sponsor
Business ad in Penfield Business Directory	✓ 1/4 page ad (\$205 value)	✓ 1/8 page ad (\$130 value)	
Highlighted in paid social media ads regarding your support of the Look Local First program.	✓	✓	
Business included in Video as a sponsor	✓		
Included in Penfield Business Directory in a special content section on Look Local First.	✓		
Business logo placed on collateral unique to your business (reusable shopping bags, masks, flyers, etc)	✓		

DEADLINE TO SUBMIT FORM/PAYMENT/BUSINESS LOGO: August 31, 2020 Email this form with your high-res logo to info@penfieldbusiness.org. We will reach out to you on further details.