

### Holiday Giveaway Basics:

Each of you will be receiving a contest box and a poster at your location today or tomorrow. The box will have graphics and copy about the program, as well as directions for your customers who are entering. We recommend putting the box and poster somewhere visible. **Please be sure to encourage your staff to share the contest with everyone who comes in your door. Entry is free and we're giving away \$1,250 total to be spent locally. Customers can also enter online through social media – they must:**

- 1. Take a selfie of themselves in your store with the contest box.**
- 2. Tag your store!!**
- 3. Tag @brevardchamber on Instagram and tag “Brevard/Transylvania Chamber of Commerce on Facebook.**
- 4. Hashtag #transylvaniatrue**

Drawings will take place each Monday on Nov 26th, Dec 3rd, Dec 10th, with a grand prize drawing on Dec 17th. Each winner will get \$250 in Transylvania Bucks, the grand prize winner will get \$500. To select a winner, Clark and I will draw the name of one of the participating businesses/organizations from a hat. We then will call that participant to let them draw a winner from their contest box. That winner will then be contacted ASAP and a time will be worked out for them to come to the business where their name was selected. At that time, they will be given their Transylvania Bucks and we will take a photo for our social media, e-news, and for the Transylvania Times. We will also have a press release prepared featuring the winner and business each week.

**The winners can then spend their Transylvania Bucks at any of the participating businesses! The bucks work just like a gift certificate. If a winner spends their bucks at your business, it is your responsibility to bring those bucks to the Chamber in exchange for a check as soon as possible. The bucks must be spent by December 31st, but we ask that you bring in any that you have received by December 28th, 2018. If anything is redeemed over that weekend you can drop them off on Wednesday, January 2.**

Throughout the program, ads will be running in the Transylvania Times and on WSQL/Q102 FM. There will be posters in windows/on bulletins around town as well as the entry displays at each business. Be sure to follow us on Facebook, Twitter, and Instagram to see our posts: @brevardchamber on Twitter and Instagram, Brevard/Transylvania Chamber of Commerce page on Facebook. For more information, visit [www.brevardncchamber.org/holiday-giveaway](http://www.brevardncchamber.org/holiday-giveaway).

Please call 828-883-3700 if you run out of entry slips, or make copies from your full sheet!