

2022 Shop Local Holiday Giveaway

Shop Local Passport & Holiday Stocking Hunt

This program incentivizes purchases and browsing throughout the month of December at participating business locations. Plus, contest winners use up to \$1,250 in available prizes ONLY at those participating locations. Businesses sign up to participate as either a Red or Gold Level sponsor. Please visit the Chamber of Commerce website for a list of participating businesses for 2022.

Red Level - \$100	Gold Level - \$350
<ul style="list-style-type: none"> ● List of business participants included on event webpage through Chamber site and on promotional materials ● Promotional materials provided to your business during the event ● Program promotion via Chamber radio spots on WSQL / Q102FM ● Digital and social media promotion of entire program ● A "how-to" tip list for making this contest successful in your store ● The possibility of a winner spending their Transylvania Bucks at your store (\$1,250 total) 	<p>All of the Red Level benefits, PLUS:</p> <ul style="list-style-type: none"> ● Display table space in the Visitor Center during the event ● Logo featured on all participant listings ● Weekly mention in the Chamber e-newsletter during the event ● Special social media coverage during program, including an individualized shout-out during the event ● Space is limited - Reservations for participation will be handled on a first-come, first-served basis

Beginning Friday, November 25th, shoppers will have two ways to win prizes totaling \$1,250 when they "shop local" with participating businesses in Transylvania County:

Shop Local Passport

- Shop Local 2022 Passports are designed to incentivize purchases at participating businesses. Shoppers can carry the Passports with them to receive stamps when they make a purchase at participating business locations.
 - The Passports have room for five stamps, and completed/full passports can be returned to the Visitor Center by noon on 12/16 for the shopper to be entered to win one of two grand prize drawings for \$250 in Transylvania Bucks.
 - Passports will be printed in the Transylvania Times program ads on 11/21, 11/28, 12/5 for shoppers to clip and carry with them when they shop.
 - Passports may also be picked up at the Visitor Center starting 11/25, Monday through Friday, 9am-5pm and Saturday, 10am-3pm.

- Each Passport has five boxes, and business participants will be provided with special, self-inking stamps to stamp a customer's Passport **when they make a purchase**. The purchase may be for any amount, big or small, but a purchase is required to get a stamp. We ask that stamps be **limited to one purchase per person per day at each location**. (Non-retail businesses may provide a stamp as noted below.)
 - If a customer has two items to purchase, they cannot split the purchase to receive two stamps. They would receive only one stamp per day with their purchase at each business location.
 - If they return the next day to make an additional purchase, they can receive a stamp for that purchase on that day.
 - We encourage you and your staff to ask customers if they have a Shop Local Passport whenever you check

someone out at the cash register to encourage participation. If they don't have a Passport, please tell them about the program and offer them a passport if you have them available at your location!

- **Non-retail businesses** (banks, service providers, etc.) may provide a stamp for existing customers (limit one per month) or for new customers who open an account (banking, services, etc.) during the program.
 - We recommend that only staff members of participating businesses should stamp Passports to avoid counterfeit stamping.
- Shoppers must drop off their Passport(s), which include their contact information, at the Visitor Center by noon on Friday, December 16th to participate in the grand prize drawings.
 - Shoppers need a minimum of (5) stamps (a full Passport) to be entered in the drawing.
 - Shoppers may submit multiple, full Passports for multiple drawing entries so long as each Passport has (5) stamps.
 - Two grand prize winners will be selected at noon on 12/16, and each winner will receive \$250 each in Transylvania Bucks to spend before the end of the year.

Holiday Stocking Hunt

- The Holiday Stocking Hunt is designed to incentivize community members and visitors to browse through multiple participating business locations as they "hunt" for special holiday stockings. The stockings will contain a design that helps them stand out and be easily recognizable (for those who are looking) while blending in with typical holiday décor. A "hint" will be shown on the Chamber program webpage and on the program posters so shoppers will know what to look for. **Stockings are limited to one per person.**
- The Chamber will randomly select 15 participating business locations to hide a special holiday stocking, beginning on Friday, Nov. 25th.
 - The Chamber asks each business to place the stocking where it can be easily seen without being obvious.
 - We kindly ask the business owners and staff not to notify the public, friends or family that they have one of the holiday stockings, but to keep it a secret until the stocking is found.
- The public will be invited to hunt for the holiday stockings until noon on December 16th. **No purchase is necessary to play.** When a stocking is found, the winner should be encouraged to take a selfie, preferably showing the stocking at the business location and share their success on social media, tagging the Brevard/Transylvania Chamber of Commerce (@brevardchamber on Instagram or #brevardncchamber on Facebook) and the business on their post. Staff and volunteers at the Visitor Center are also happy to help capture a quick photo!
- Shoppers must return stockings to the Visitor Center (open Monday-Friday, 9am-5pm, and Saturday, 10am-3pm) to receive their prize: \$50 for each stocking (limit to one per person).
- The Holiday Stocking Hunt is an easy way to play and win, for both businesses and the public. And it's exciting for all ages!

Redeeming Transylvania Bucks for Cash

- **Please treat Transylvania Bucks like cash and tell your employees to do the same because you only get paid by turning them in to the Chamber.**
- If a winner spends their Bucks at your business, it is the business's responsibility to bring those Bucks to the Chamber in exchange for a check as soon as possible. **Please bring in any Transylvania Bucks that you have received to the Visitor Center by 5pm on Tuesday, January 3rd.**
- **Businesses should not accept Transylvania bucks beyond January 31st, 2022.**
- The Transylvania Bucks will be in \$25 increments. **Businesses are welcome to make change, but are not required to do so.** Businesses will be reimbursed in \$25 increments, regardless.

Marketing & Program Promotions

- This program will be more effective for everyone if each participating business plays a role in promoting it! The more shoppers know as they shop, the more likely they will be to stop at other businesses. Please also consider emailing your customer database about this contest and share the program webpage with them so they can learn all about it.

- Participating businesses will be given posters for display on the door or by the cash register, extra Passports plus a digital file to print more, and 2-3 special holiday stamps. Program materials will be distributed to all business participants the week of Thanksgiving.
- The program will be promoted on a special Chamber webpage starting on or before 11/25.
- The program will be promoted in the Chamber's weekly e-newsletter throughout December.
- Three ads will run in *The Transylvania Times* to remind participants to play and give a cut-out Passport option:
 - Monday, Nov. 21
 - Monday, Nov. 28
 - Monday, Dec. 5
- Four potential press releases in *The Transylvania Times*:
 - Thursday, Nov. 24 – announces program
 - Thursday, Dec. 1 – announces first week's Holiday Stocking Hunt winners
 - Thursday, Dec. 8 – announces second week's Holiday Stocking Hunt winners
 - Thursday, Dec. 23 – announces third week's winners Holiday Stocking Hunt & grand prize Passport winners
- Promotion during Chamber spot on WSQL Radio during the week of Dec. 5.