

Shop Small This Fall – Spend \$10

November 12 - December 31

In celebration of ALL **Small Businesses...**

This event was created with you in mind, Kirksville Area Businesses, to increase your holiday traffic flow, gain new customers, and to reward your current ones!

This favorite event, enjoyed by community members of the Kirksville Area, celebrates both shoppers and small businesses. The Kirksville Area Chamber of Commerce will provide incentives for shopping small this holiday season through promotion and giveaways!

Come be a part of the celebration, sign up now!

Who Can Participate? Any Business!

- ❖ **Members** are asked to contribute a gift card or item of at least \$10.00 or more in value to go towards the gift basket prizes. If you would like to be represented in all 3 gift baskets, please feel free to donate 3 items.
- ❖ **A Non-member** may participate for a fee of \$10.00. Those contributions will go towards the \$25.00 Kirk\$ville Ca\$h prizes that will go to the 3 businesses whose shopped small tickets are drawn. No item or gift card donation required for non-members.

Here's How the Campaign Works:

1. **Every shopper who spends \$10 or more at participating businesses between Friday, November 12, 2021, and Friday, December 31, 2021, can drop their Shopped Small Ticket into a Spend \$10 Collection Box.**
2. **Shoppers will legibly fill-out the Shopped Small Ticket and deposit it into the Spend \$10 container that we provide the business.**
3. Shoppers may enter multiple tickets at multiple participating businesses.
4. Customers do not need to purchase your advertised offer, just spend \$10.00 or more in your store.
5. **Payments to businesses for routine services or “on account” purchases are not eligible for entry.**
For example, if US Cellular chooses to participate, only receipts from retail items purchased are eligible. Receipts from bill payments on cell phone service or other services are not eligible.
 - ❖ **All tickets** must be **entered in** by **Friday, December 31st.**
 - ❖ *Businesses will remove the collection box at the end of their business hours on Friday, December 31st, to be collected by Chamber Staff on Tuesday, January 4th.*
6. **Winning Tickets** will be drawn on **Thursday, January 6, 2022.**
7. There will be three winners drawn. Grand Prize is a large gift basket made up of items contributed by businesses participating. The 2nd and 3rd place winner will win smaller gift baskets also made up of contributed items.
8. The 3 businesses whose tickets are drawn will win \$25.00 in Kirk\$ville Ca\$h.
9. **Winning shoppers and business owners** will be asked to **pick up their prize by Friday, January 14th, 2022.**
 - ❖ *Photos will be taken when prizes are picked up.*

*Kirksville Ca\$h is the Gift Check program of the Kirksville Area Chamber of Commerce. Kirksville Ca\$h may only be spent at businesses who are current members of the Kirksville Area Chamber of Commerce. A membership list is included with each check.



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Chamber's Responsibility as Event Organizer:

- We will promote participating Businesses through the Chamber's weekly electronic newsletter beginning early November. The earlier you sign-up the more time we have to promote you!
- We will create a Facebook Event page where participating businesses and promotions will be listed
- We Promote participants' specific promotion through social media and www.Kirksvillechamber.com/shop-small
- We provide the shopped small tickets and collection materials to Businesses for in-store promotion
- We will collect entries from participating businesses
- We will Publicize winners

Your Responsibility as a Business:

- Plan your promotion to gain new customers and reward your loyal customers!
- Provide a contribution for participation.
 - ❖ Based on Membership Status, please reference the "Who Can Participate?" section to find out more.
- You **offer** a specific **coupon**, **special sale** item, **% off** purchase, **BOGO**, or a **reduced price** on **gift certificates**
 - ❖ Offer them something of value!
- **Determine the timeframe you are running your sale.**
- **Promote your involvement** within your store and through your social media.
- **Designate space near your register** for our Spend \$10 collection box (*Dimensions: 9.4" x 10.9" x 5.4"*).
 - ❖ Space must be easily assessable to shoppers.
- **Encourage** your customers to participate in the event by **filling out** the **"Shopped Small" ticket**.
- **Initial the tickets** to validate their purchase.
 - ❖ *Helpful hint: Keep your lines flowing by pre-filling in the date and initial the tickets ahead of time!*
- Give permission for photo to be publicized if you are a winner.



Looking for new ways to share what your store has going on?

Join our two Facebook groups we have created to connect the business community with consumers in the Kirksville Area.

For Restaurants: www.facebook.com/groups/To.go.KV.Restaurant.Guide/

For Retail and Service Providers: www.facebook.com/groups/637731027020572/

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2021 Registration

- ❖ **Registration is required** for all participants. Please **fill out** the **form** below and **return** it to Kirksville Area Chamber of Commerce by Tuesday, November 9, 2021. Only tickets completely filled out by participants from businesses registered with the Chamber will be entered into the drawing.
- ❖ **Attach a Businesses Card to your contribution**
- ❖ Your contribution should accompany the completed registration form and both must be received prior to the event and is non-refundable.

Business Name: _____

Contact Person: _____

Cell Phone number: _____

(Why cell phone? In case you are closed upon delivery or collection of materials.)

Email address: _____

PLEASE CHECK ONE BOX BELOW

I represent a Chamber member business. I have included at least 1 gift card or item of \$10 or more in value, along with my business card and this completed registration form.

I am currently not a member of the Chamber. Enclosed is my \$10 non-refundable check, along with my business card and completed registration form for participation.
Check # _____
Learn more about membership at www.KirksvilleChamber.com



- ✓ I want to participate in the **Shop Small This Fall – Spend \$10** event sponsored by the Kirksville Area Chamber of Commerce Merchants committee.
- ✓ I acknowledge that I must display the Spend \$10 entry box near the register for easy entering.
- ✓ I acknowledge that I must initial each ticket for participants to be qualified for the drawing.
- ✓ I acknowledge that I must remove the entry box from the counter on Friday, December 31st.

Please indicate your specific promotion and it's duration below and be as descriptive as possible (see examples). This will be used to promote your participation to the public.

% off purchase of _____

Examples: 10% off Vera Bradley bags, 5% off total purchase storewide, 10% purchase of any entrée

Duration: _____

Sale item at discounted price _____

Examples: All Clark shoes discounted to \$49.99 this week, All Christmas gift baskets \$14.99

Duration: _____

BOGO items _____

Examples: Purchase a dinner entrée and get one dessert ½ off, Buy one St. John's Bay sweater at \$39.99 and get one of equal or lesser value free

Duration: _____

Special price on gift cards or certificates _____

Examples: Purchase \$40 in gift cards and receive a \$10 gift card free, 10% off gift certificates for products & services

Duration: _____

- ❖ **Your Specific discount, % off, BOGO offer or special pricing on items, gift certificates/cards must be registered with the Chamber by November 12th, 2021 (to be added to website, etc. for promotion).**

Please return form to Kirksville Area Chamber of Commerce
PO Box 251, Kirksville, MO 63501 by Tuesday, November 9, 2021,
Forms may be faxed to 660-665-3767 or emailed to Kelly.Jones@kirksvillechamber.com