

SMALL BUSINESS
SATURDAY
NOV 26

**TODAY IS ABOUT SMALL BUSINESSES
JUST DON'T FORGET ABOUT YOUR SELFIE**

#SHOPSMALL



Help us “Paint the Town Blue” with the 2016 Shop Small Passport Program

The Shop Small movement is anything but small. The Beaver Dam Area Chamber of Commerce wants to see folks shopping small in Beaver Dam all season long—and all year. With more businesses participating in the Beaver Dam Shop Small Passport program, we expect:

- more people in your doors
- more money kept in our community
- ability for local businesses to give more back to organizations they support
- we will be able to promote and help small business owners thrive and succeed in our city

Participation is **ABSOLUTELY FREE** and is open to any small business that meets the Small Business guidelines.*

(*listed on

<https://www.americanexpress.com/us/small-business/shop-small/>)

The Chamber 2016 Shop Small Passport Program runs from Small Business Saturday, November 26th, through Christmas Eve, December 24th. The public will be able to pick up our program “Passports” before the kick off date and throughout the month of the promotion, at the Chamber and at other participating retailers. Passport holders will visit participating businesses and receive a stamp in their passport (no purchase necessary a required condition of participating in the promotion).

At the end of the time period, participants will turn in their passports to the Chamber and those with the most stamps will be entered to win prizes such as 12 months of Chippy’s Popcorn valued at over \$300.00, a vintage inspired wooden caddy donated by Downtown Beaver Dam, Inc. valued at over \$65.00, and other valuable prizes. Passports will be available at the Chamber during Thanksgiving Week, then will be handed out at a Small Business Saturday kickoff event (location TBD) on Saturday, November 26th. Another round of Passports will be handed out to community members along the parade route downtown during the Holiday Parade on December 3rd.



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SHARE WHERE YOU #SHOPSMALL

TAKE A SELFIE AT YOUR FAVORITE
LOCAL BUSINESSES ON NOV 26

What we need from you:

- You agree to participate in the 2016 Shop Small Passport Program
- What promos, if any will you offer on Small Business Saturday? (drawings, specials, etc... Let us know so we can promote you!)
- What are your holiday hours and store info (address, phone number, website, etc...)
- Commit to promoting the printed and social media information in your store and on your social media (let us know if you need help downloading to your computer)
- Are you willing to donate any prizes to our prize pool?
- Can you help by keeping stock of passports at your location?

What do you do now?

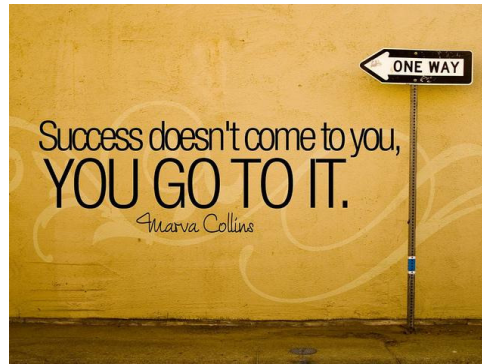
- Time is of the essence! ASAP-- Call the Chamber at 920-887-8879 or email the Chamber info@beaverdamchamber.com to answer the above 6 questions
- Go to the American Express website to order your FREE Shop Small package of goodies that can be shipped right to your door. Past packages included Shop Small totes, doormats, buttons, banners and more!* (*their website will determine if you qualify, their deadline for these orders is Nov 11th if supplies are still available)

Here's the FREE material!

The Shop Small movement is a program of American Express and they offer LOTS of FREE marketing materials that business owners can download and print and use in their social media campaigns. At the minimum, we ask that you would help us Paint the Town Blue by printing your own materials and using them in your street side windows and throughout your location. Here is the link for the FREE materials (two examples as seen on top of each sheet—these are Facebook covers)

<https://www.americanexpress.com/us/small-business/shop-small/>

We can help
you along the
way, but remember



Examples:

As chair of the 2016 Small Business Saturday committee, I have had great success with this program for the past 3 seasons and hope to see our number of participating businesses grow. Below are some examples of the custom materials that I downloaded and printed in a matter of minutes. Easy peasy! Won't you join us in this valuable adventure?

~ Linda Chipman, aka Mrs. Chippy



Create your own CUSTOM materials at

<https://www.americanexpress.com/us/small-business/shop-small/>

It only takes about 2 Minutes!