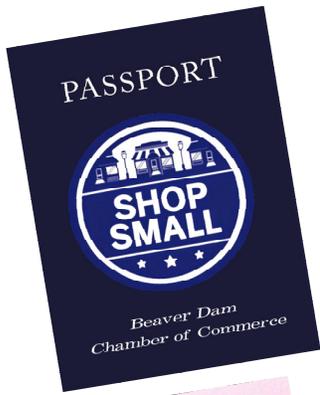


# Ring In the Holidays Promotion

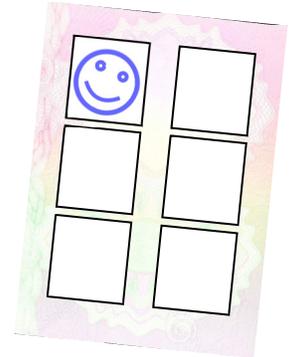
2017 Event Format

for participating businesses in Beaver Dam's shop local campaign



The Beaver Dam Chamber is providing two options for the public to participate in our *Ring in the Holidays* promotion which kicks off on Small Business Saturday, the Saturday after Thanksgiving, and runs through Christmas Eve.

The first option is the hard copy **paper passport** that we have offered in previous years to the public. Stamps will be provided to participating businesses and consumers will ask the businesses to stamp their passports when shopping at their locations between Nov. 25th to Dec. 24th.



Consumers must fill out the Name/Address page in the passport. The passport can be turned in at the Chamber when at least 15 stamps have been obtained.

The second option will be the new *Ring in the Holidays* **photo frame**. Each participating business will have a photo frame with their name on it and the hashtag **#shopsmallbd**. Consumers will have to take a selfie photograph of themselves in the photo frame then tweet the photo with the hashtag for each location they stop at until they have tweeted photos from at least 15 of the participating businesses.

Tweeters will have to fill out the Name/Address card (distributed at the Holiday Parade and at participating locations and the Chamber offices) and return it to the Chamber when they have tweeted photos from at least 15 locations. Eligible passports and Photo Name/Address cards will be randomly drawn from a raffle bin before the end of the year and the owners of those passports or cards will win prizes.

Questions? Contact the Beaver Dam Chamber at 920-887-8879 and speak with Alison.

**Ready to participate?** Then complete the Commitment Form with these instructions and return it to the Chamber; you may photocopy the page for your records before submitting.

Send the Commitment form to:

Beaver Dam Chamber  
Re: SBS  
127 S. Spring Street  
Beaver Dam, WI 53916





# Commitment Form

Beaver Dam Chamber of Commerce

127 S. Spring Street, Beaver Dam, WI 53916

www.beaverdamchamber.com

Small Business Saturday® (SBS) is a day dedicated to supporting small businesses nationwide. Created by American Express® in 2010, it is now a partnership between American Express® and the US Chamber of Commerce, and is being promoted through local chambers of commerce across the nation.



Small businesses and franchise small business owners of the Beaver Dam community are invited to partner with the Beaver Dam Chamber annually on our *Small Business Saturday* (SBS) program which we run as a month long shop local event, beginning on *Small Business Saturday*, which is the Saturday after Thanksgiving. We call our contest **Ring in the Holidays**. Our event then runs through Christmas Eve. The special sales, community events and other functions that communities host and coordinate on the date of SBS or that run for a period of time starting on SBS are designed to promote small businesses.

Businesses who agree to the terms described below may partner with the Beaver Dam Chamber in our overall SBS activities, as well as host their own events at their own places of business. SBS events will be FREE to the public. Please complete one copy of this agreement and return it to the chamber office for our records.

### Chamber Commitment:

- ◆ Coordinate & distribute all official SBS promotional resources created by American Express® on behalf of participants
- ◆ Create (as needed) & distribute additional local SBS promotional resources for the **Ring in the Holidays** promotion on behalf of participants
- ◆ Promote SBS events throughout the promotion
- ◆ Coordinate any community wide SBS prize contests / raffles
- ◆ Coordinate any public kick off and/or wrap up ceremonies to mark the day
- ◆ Help to welcome the public to any kick off or wrap up ceremonies

### Participating Business Commitment:

- ◆ Will publicly display any SBS promotional signage or literature at their place of business
- ◆ Will agree to participate in the promotion for its entire run - the kick off on the Saturday after Thanksgiving, until Christmas Eve, open during usual or standard hours for your organization for this time of year
- ◆ Will agree to fully participate in the **Ring in the Holidays** prize contest coordinated by the Chamber by having all staff aware of and trained to stamp the **Ring in the Holidays** passports (stampers provided by the Chamber) and/or provide the **Ring in the Holidays** photo frames for the public to Tweet their selfies as evidence they have visited a location

### Participating Business Options:

- ◆ Check all that apply:
  - Host a special SBS Sale or event sometime during the promotion
  - Donate a prize toward the **Ring in the Holidays** contest
  - Award a door prize within your own business during the promotion by collecting business cards or having the public fill out name/address slips and then randomly picking a winner or winners

### Please Print:

Chamber Member?  YES  NO (not required to participate)

Organization:

Contact:

Address

City/State/Zip:

Phone:

Email:

Beaver Dam Chamber of Commerce

Philip Fritsche

127 S. Spring Street

Beaver Dam, WI 53916

Phone: (920) 887-8879

Email: pres@beaverdamchamber.com

Authorized Signature (Participating Organization)

Authorized Signature (Beaver Dam Chamber)

Last Updated 11/13/2017 10:44 AM

Phone: (920) 887-8879

info@beaverdamchamber.com