

SPRINGFIELD VERMONT AREA

# Local Loyalty

**Sign up as a Participant and/or a Sponsor**

**Hello Friends!**

**WHAT:** The **6th Annual Springfield Holiday Local Loyalty Program** is launching in November!

**WHEN:** Kick off is "Plaid Friday" (November 24th aka Black Friday) and will run through December 31st

**WHY:** This program is a chance to unite with other businesses to cooperatively cross-promote the wonderful products and service available in our region, and encourage shoppers to keep their dollars local this holiday season.

**COST:** **\*NEW\*** As a member benefit, members can sign up to participate at no cost. \$50 for non-members.

**DEADLINE TO SIGN UP or SPONSOR:** **November 9, 2023**, Get your business name on the list today!

*Thank you to last year's participants:* Bibens Ace, Black River Coffee Bar, Black River Kwik Stop, Black Rock Steakhouse, Boccaccio's Salon, The Copper Fox, Crown Point Pub, Dance Factory, The Edgar May, Gallery at the VAULT, HB Energy Solutions, Hill Top Grooming, Joe's Discount Beverage, Shannon's Upscale Resale, Springfield Farmers' Market, Springfield Food Co-op, Tina's Hallmark, Vermont Beer Makers

*Thank you to last year's sponsors:* Cota & Cota, HB Energy Solutions, WCFR - Your Classic Hometown Hits, Whidden Law Office, LLC



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# Springfield Holiday Local Loyalty Program Guidelines for Businesses

## WHAT YOU NEED TO KNOW:

- »»»»»»» The Chamber promotes the program via website, email, social media, newspapers, etc... (we also encourage businesses to promote themselves)
- »»»»»»» The Chamber will provide participating businesses with Local Loyalty Stamp Cards, stamps, and promotional posters (the week before Thanksgiving)
- »»»»»»» Stamp cards are available to all shoppers at all participating business locations and are valid for use at all participating businesses (individual businesses may vary, some restrictions may apply)
- »»»»»»» Stamp cards represent \$100 - shoppers receive a stamp for every \$5 or \$10 they spend (at any participating location). There is no limit to how many cards a shopper can fill. (The more folks spend, the more chances they get to enter the raffles)
- »»»»»»» Shoppers may enter their filled stamp cards into any of the participating businesses' raffles
- »»»»»»» Raffle winners will be drawn by each individual participating business on or near January 2nd, 2024
- »»»»»»» Participation in the Springfield Holiday Local Loyalty Program is free for members and \$50 for non-members. Sponsorship opportunities are also available and greatly appreciated!

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## WHAT YOU NEED TO DO:

- »»»»»»» Sign up before Thursday, November 9th, 2023
- »»»»»»» Figure out an exciting raffle prize that your business will donate to the cause (\$50-\$100 value)
- »»»»»»» Put up our provided posters in your establishment
- »»»»»»» Starting on November 24th, begin distributing stamp cards to customers. Stamp the cards for every \$5 or \$10 spent (rounding up to the nearest 5 or 10 dollar amount is okay!)
- »»»»»»» Have a designated spot for collecting filled stamp cards that are submitted for your raffle. (Customers have the option to enter into any of the participating businesses' raffles)
- »»»»»»» January 2nd, draw & announce your winner and arrange pick-up! AND let us know who your winner is at [info@springfieldvt.com](mailto:info@springfieldvt.com)
- »»»»»»» **\*\*IMPORTANT\*\*** SAVE ALL CARDS your business received, count the cards, and email us the total. [info@springfieldvt.com](mailto:info@springfieldvt.com) - We will be tallying all the cards entered into raffles to track the TOTAL amount of Loyalty dollars spent throughout the program

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## **TIPS:**

- »»»»»»» Display your raffle prize prominently to generate excitement
- »»»»»»» Talk up the program, and coach your staff to encourage shoppers to participate
- »»»»»»» Share news about your the program and your raffle prize via emails, website, and social media



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## SPRINGFIELD'S 6<sup>th</sup> ANNUAL HOLIDAY LOCAL LOYALTY PROGRAM

**Sign-Up & Payment Due by: Thursday, November 9, 2023**

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

### **/PARTICIPATING BUSINESS/**

*Business names will be listed on stamp cards and posters, and in Facebook event, website, email, social media, and print promotions. Stamp cards, stampers, and posters will be provided.*

Chamber Member: *No Cost*

Non-Member: \$50.00

Check # \_\_\_\_\_ Cash \_\_\_\_\_

Credit Card (*there will be a 4% fee for processing*)

\_\_\_\_\_ exp \_\_\_\_\_ # \_\_\_\_\_

**\*\*RAFFLE PRIZE (\$50-\$100 value):** \_\_\_\_\_

### **/SUPPORTING BUSINESS SPONSOR/**

*Business name will be listed on stamp cards and posters, and in Facebook event, website, email, social media, and print promotions. Top level sponsors (\$150+) please provide us with your logo (.png)*

Friend of the Program - Choose a level:

\$50.00

\$100.00

\$150

Other \$ \_\_\_\_\_

Check # \_\_\_\_\_ Cash \_\_\_\_\_

Credit Card (*there will be a 4% fee for processing*)

\_\_\_\_\_ exp \_\_\_\_\_ # \_\_\_\_\_

Zip Code \_\_\_\_\_

***We hope you will join us in the collective endeavor to spread cheer and strengthen local spending in Springfield this holiday season! #LOVELOCAL***

***For info about joining the Chamber, please email [taylor@springfieldvt.com](mailto:taylor@springfieldvt.com)!***