

NAZARETH

AREA CHAMBER OF COMMERCE



SHOP LOCAL WEEK

You're invited! The Nazareth Area Chamber of Commerce wants you to be a part of our inaugural Shop Local Week. We want to bring people from all over the Lehigh Valley and beyond to your storefront!

For a small investment, your business will get a large platform with over \$5,000.00 included value. Your business will be in the spotlight across Boosted Social Media Posts, The Morning Call, The Home News, The Nazareth Key, flyers sent home to Nazareth Area School District students, radio promotions, and much more. Your cost commitment will vary based on the amount of exposure you will receive!

The purpose of a Shop Local Week is to offer a greatly enticing special for one week—to boost your presence locally, to create new relationships with customers, or to persuade returning customers to try something new and/or bring along their friends & family. We understand that there is not a one size fits all model. Therefore, we are leaving it up to you to determine if you'd like to offer a special sale/discount, fixed price menu, a gift card deal, etc. We want this to be a successful initiative for all parties involved.

Your primary responsibility is to offer an enticing deal, during **September 8th – September 14th**, and to also promote it on all your social media outlets. If you are doing a fixed price menu, we do encourage you to have separate menus to handout during the week, so people see the specials right up front.

Please read below to find out WHAT'S INVOLVED:

We will...

- **Advertise in the Morning Call** (and if sponsorships allow, in local media outlets as well)
- **Promote local via posters and fliers, the Borough of Nazareth website & Facebook, and media releases**
- **Promote via Chamber Connections Magazine** (over 5,000 recipients)
- **Promote via Nazareth Chamber eBlasts** (approx. 3,000 person reach)
- **Promote via Nazareth Chamber Facebook** (approx. 20,000 account reach) **and Affiliated Chamber Instagram** (approx. 45,000 account reach)
- **Post your promotion on the Chamber's Small Business Week event and landing webpage**

To be involved, we need you to...

- **Confirm participation by August 23rd** to guarantee your spot of printed materials
- **Offer a special** (special discount, fixed price menu, gift card deal, etc.) for the week
- **Please provide two (2) Gift Cards for \$25.00+** to be used for Radio & Social Media Giveaways promoting Small Business Week
- **Please provide the Participation and Advertising Cost** via check or credit card

Let us know you are "in" by August 23rd, 2024 to guarantee your listing on posters and flyers distributed to local businesses!).

Please make your checks payable to "GLVCC."

You may send them to our Nazareth Office at 18 South Main Street, Nazareth, PA 18064.

Please contact Aaron Gasparetti (AaronG@lehighvalleychamber.org) for additional information.



Shop Local Week Participation Form

Business Name: _____

Business Address: _____

Contact Person: _____

Contact Email: _____

Contact Phone: _____

Participation Benefits

Base Package

\$60.00 Current Member

\$80.00 Future Member

- Print Advertising via The Morning Call, Chamber Connections, and distributed flyers
- Electronic Advertising via The Chamber Website and Social Media Platforms (included boosted posts)
- Additional Advertising on iHeart Radio platforms via gift card giveaway (must provide 2 gift cards, minimum value \$25.00)

Package Upgrades

Premier Upgrade

\$20.00 (Member Exclusive)

- Your Business will be *included* in the BOOSTED promotional video created by The Chamber. (Please send us a quick video saying "hi!")

Community Champion Upgrade

\$40.00 (Member Exclusive)

- Your Business will be *featured on an individual BOOSTED social media post*. Please send us a 30-second advertisement video for us to share!
- Premier Upgrade is included in this level, see below for details

I understand that until I submit payment and the above materials by Friday, August 23rd, I am not registered for Nazareth Small Business Week.

Payment Amount: \$ _____

Card Number: _____

Expiration Date: _____ CVV: _____

Name Print: _____

Signature

Date