



## 2017 "Shift Your Shopping" Campaign

- \* Small Business Saturday – Saturday, November 25<sup>th</sup>. Various "Buy Local" sites will be set up around the county at local retailers with volunteers handing out fresh coffee, and doughnuts along with shopping bags, coupons, stickers and t-shirts to promote local holiday shopping.
- \* Buy Local Receipt Raffle - Shoppers may enter online at the chamber website and log their receipts from purchases made at Jefferson County businesses between November 1st and December 24th. For every \$50 spent locally, shoppers receive one entry in a drawing to win \$500 cash.
- \* Holiday Open House - The chamber offices are pulling out all the stops to welcome chamber members and their employees. Carolers, great food and drink, music, goody bags and more. Thursday, December 7<sup>th</sup>, 11 a.m. until 3 p.m.
- \* Holiday Gift List - A scrolling gift idea list from local member business featured on the chamber website with a click through to each business website.
- \* "Buy Local" door decals, stickers, & t-shirts - You and your employees can show your local pride throughout the holiday shopping season with the "Eat, Drink & Buy Local" logo worn with pride at your business.
- \* Steubenville Christmas Parade - Ambassador Club members will man the "Shift Your Shopping" Nutcracker float in the downtown Steubenville parade on Saturday, December 9<sup>th</sup> carrying shopping bags from local stores and handing out coupons to parade-goers.
- \* Jefferson County Holiday "Give Back Guide" – List your business or organization in this handy directory that allows businesses, their employees, individuals and families to find out where they can help this holiday season.

### Shift Your Shopping Sponsorship Packages

**Premiere Sponsor(s)** - Two available. \$1500 each. Your company name and logo featured on all marketing materials, signage, t-shirts, stickers and shopping bags in addition to the chamber website, scrolling gift list, on the parade float and on professional signage at the holiday open house. You are also mentioned in press releases, psa's and receive a banner ad in the Chamber's weekly newsletter for four weeks, reaching over 600 members and their employees. Sponsor staff and employees may participate at Small Business Saturday stations, hand out literature or coupons or assist with refreshments. Sponsor name and logo on Holiday Open House candy bar favor that guests take home with them.

**Level Two Sponsorships** - Four available. \$500 each. Your company name and logo in all marketing materials and in press releases and on signage at holiday open house. Sponsor may provide favor/giveaway item for holiday open house. Sponsor receives business card ad in the Chamber's weekly newsletter for four weeks, reaching over 600 members and their employees.