



2018 MERCHANT APPLICATION

- What:** “Shop Local” Christmas Program
- When:** November 12, 2018 – December 12, 2018
- Why:** To encourage shoppers to spend their dollars in Oakdale during the holiday season.
- Who:** Any Oakdale business that’s currently not a Chamber member and all Chamber members.
- How:** Encourage shoppers to take a picture/selfie with the provided props and post on social media using a specific hashtag. Each photo using the hashtag #ShopCowboyCapital will earn one entry into the drawing. Social Media posted image must belong to someone 18 years or older in order to win. The winners will be announced over the first 12 days of December.
- Cost:** \$100 for non-Members of the Oakdale Chamber and no cost to current members in good standing. Each participating merchant is asked to contribute merchandise or a gift certificate that retails for at least \$50. Merchants are encouraged to display the prize in their store to promote interest in the contest.

Company: _____

Contact Person: _____

Street Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Telephone Number: _____ **Email:** _____

Giveaway Item: _____

Minimum Retail Value: \$50

Signature: _____ **Title:** _____ **Date:** _____

Thank you for your continued support of the Oakdale community.
Oakdale Chamber of Commerce, 590 N. Yosemite Ave., Oakdale, CA 95361
Phone 209-847-2244 Fax 209-847-0826
Email: events@oakdalechamber.com



Answers to Questions for Staff and Customers

1. The dates of the campaign run from November 12th, 2018 through December 12th, 2018.
2. The drawing of prizes will be held on December 1st and each preceding day a new winner will be pulled through the 12th of December. Winners will pick up prizes from Business. *(prizes are randomly chosen and not reflect patron's entry)*
3. Please promote the campaign to all your customers.
4. The Oakdale Chamber will compile all the entries via hash tag usage. Participants without social media may submit a printed photo with their name and contact information to the Oakdale Chamber as an alternative to playing.
5. Must be 18 years old to win any prizes.
6. Requirements of merchant: The only requirements of local merchants are to allow photo props to be placed in a prominent area of your business, which the Chamber provides, and offer a raffle prizes from your business. *(Minimum retail value is \$50)*
7. The Chamber will advertise on Social Media to encourage patrons to participate.
 - a. Promoted on the Oakdale Chamber's Instagram, Facebook, Twitter, LinkedIn and NextDoor social media accounts.
 - b. An event page will be created on Facebook listing all participating business with links to their Facebook fan page.
 - c. Chamber website event tab will be created explaining the contest and listing the prizes as well as participating businesses.
 - d. This shop local event will be featured in the Oakdale Leader's Chamber Corner in November.
 - e. E-Blasts to over 650 recipients promoting this event will be send several times to get businesses to participate, promote the event and showcase prizes and participating businesses.
8. Will you participate?
9. What item will your business offer to participating customers for the drawing?