



The Jefferson County Chamber of Commerce
630 Market Street
Steubenville, OH 43952
740.282.6226
www.jeffersoncountychamber.com

October 12, 2018

Dear Member:

The Chamber encourages local spending year-round but the holidays are a time when we focus on it even more. We want to be a valuable resource that helps you and your business have as successful a holiday season as possible.

We are excited to announce our slate of holiday programs and events for 2018 along with some new, exciting sponsorship programs. The complete list is enclosed. Whether you're working on promotional ideas to increase sales or deciding how you and your employees can give back this season, you'll find just about anything you need on this list. And we've made it easy to stay on track by providing a handy checklist that you can use to keep you and your staff organized and ensure that everything gets done on time.

Please take advantage of everything we have put together for you this holiday season and contact me with questions, suggestions, or input.

Sincerely,

Patricia Maple-Damewood
President

Enclosures



2018 “Shift Your Shopping” Campaign

- * Small Business Saturday – Saturday, November 24th. 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. Date to be announced.
- * 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 Saturday, December 8th 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.



2018 Shift Your Shopping Sponsorship Application:

Business/Organization Name: _____

Address: _____ City _____

State _____ Zip Code _____ Phone: _____

Contact Person: _____

Email Address: _____ Today's Date _____

My business/organization is interested in sponsoring the following Shift Your Shopping events or programs:

Signed: _____ Date: _____

Name (Printed) _____