Hometown Holiday Shop Local Promotion

Dear Chamber Members,

We're changing things up for Hometown Holiday this year! We've combined and expanded our holiday business promotions into **one simple Shop Local marketing package** designed to promote participating businesses and encourage our community to spend locally throughout the holiday season.

$200 Total Investment

$175 participation fee + $25 gift card or item from your business for holiday giveaways

Your participation includes:

Shop Local Punch Card
Your business will be listed on the official punch card and participating-business materials. You'll receive punch cards for your customers, who can earn an entry into our prize drawings for every $100 spent at participating businesses.

NEW! Holiday Giveaways & Business Spotlights
We're retiring Elf on the Shelf and replacing it with a new giveaway campaign! Your $25 gift card or item will be used as a prize while the Chamber highlights participating businesses, products, services and holiday gift ideas through our social media.

Small Business Saturday / Crazy Days Promotion
Planning a sale, special or event? Send us the details and we'll include it in our Small Business Saturday/Crazy Days promotion at no additional cost. *Businesses must submit their promotion information to be included.*

Holiday Advertising
Participating businesses will be promoted throughout the season through a combination of Chamber social media, email marketing, printed materials, the Chamber website, New Prague Times/Extra advertising and other Hometown Holiday marketing.

We Make It Easy!

Register once and we'll take it from there. We'll send you a simple form to collect the information and photos we need for your holiday feature, along with instructions for submitting your $25 prize.

Registration and payment are due November 5.

A QuickBooks payment link for the $175 participation fee will be sent after registration. To avoid the credit card processing fee, checks may be mailed or dropped off at the Chamber office at 101 East Main Street.

We hope you'll join us as we give our community even more reasons to shop, dine and support local this holiday season!

Sincerely,

Libby Hummel
Program & Events Coordinator
New Prague Chamber of Commerce