

Understanding Birmingham Bonus Bucks (BBB) – Phase Two



Information for Merchants:

Follow these three steps when a shopper hands you Birmingham Bonus Bucks:

- 1) All valid Birmingham Bonus Bucks are numbered and embossed with the BSD logo in the lower left corner. Only accept them if they have proper markings.**
- 2) When you receive Birmingham Bonus Bucks, immediately write your store name and date on each BBB.**
- 3) Bring collected BBBs to the BSD office. The BSD will record the number of BBBs redeemed at each store and process reimbursement checks monthly.**

Program Overview

In Phase Two, \$10 in Birmingham Bonus Bucks will be awarded to shoppers for every \$100 in purchases at BSD shops and boutiques, and for every \$200 spent at BSD restaurants starting Friday, April 27 at 3:00 pm and until the promotion maximum has been reached. Receipts received after Friday, April 27 at 3:00 pm are eligible for the phase two promotional value. A restaurant is defined as any BSD business that serves food and beverages. Individuals are eligible to earn a maximum of \$50 in Birmingham Bonus Bucks each month during the promotional period.

Other helpful information:

- Merchants must turn in Birmingham Bonus Bucks to the BSD office by August 15th for reimbursement – NO EXCEPTIONS.
- Shoppers must redeem Birmingham Bonus Bucks in person for their full value. No change will be given.
- All Birmingham Bonus Bucks expire on July 25, 2018.
- Merchants should direct shoppers to www.ALLINBirmingham.com/BBB for details about how to receive their BBBs.

For more information contact the BSD office at 248-530-1200.