DL DEER WEEKEND

Discover. Enjoy. Experience. Repeat.

November 6 & 7, 2026

DL Deer Weekend is a community-wide retail promotion designed to bring shoppers into local businesses during Minnesota's deer hunting opener weekend.

While hunters head to deer camp, DL Deer Weekend gives everyone else another reason to get out, explore Detroit Lakes and support local businesses. Participating retailers will be promoted as part of a coordinated two-day campaign featuring special offers, prizes and the popular **"Take Your Shot"** in-store drawings.

The Detroit Lakes Regional Chamber coordinates the promotion, marketing and participating business materials—making it easy for businesses to join the fun.

WHY PARTICIPATE?

DL Deer Weekend is an opportunity to:

- Drive traffic to your business during deer opener weekend.
- Reach local residents and visitors through a coordinated community-wide campaign.
- Showcase your business alongside other participating Detroit Lakes retailers.
- Create a fun reason to shop with an easy in-store promotion.
- Benefit from Chamber marketing before and during the event.
- Be included on the DL Deer Weekend participating business list, accessible by QR code on campaign materials and promotional posts.

The more businesses that participate, the more reasons shoppers have to make a weekend of it!

HOW IT WORKS

Each participating business will offer a **"Take Your Shot" drawing** on Friday and Saturday, November 6 & 7.

Businesses will have a jar/basket at checkout for customers to draw from that will determine what they can win—it could be a percentage or dollar amount off a purchase, a gift certificate, merchandise, a small prize or another offer that works for your business.

The Chamber will provide the materials needed to conduct the drawing and promote participating businesses collectively throughout the campaign.

Your business provides the prizes or offers. We'll provide the campaign.

WHAT THE CHAMBER PROVIDES

The Detroit Lakes Regional Chamber will:

- Coordinate participating businesses and the overall DL Deer Weekend promotion.
- Provide **"Take Your Shot"** drawing materials and other in-store promotional materials.
- Develop and coordinate campaign marketing through Chamber communication channels.
- Promote participating businesses in DL Deer Weekend social media and digital promotions.
- Create a **QR code and online listing of all participating businesses** to use throughout campaign materials.
- Provide participating businesses with campaign graphics and information to share through their own channels.

PARTICIPATION

Experience DL Businesses: Campaign participation are included as part of your Experience DL investment. Businesses pay only for the shopping bags ordered.

Chamber Members (not member of Experience DL): $25 promotion fee

Non-chamber Members: $50 promotion fee

Not.an.Experience.DL.participant?.This.is.a.great.opportunity.to.experience.one.of.the.coordinated.promotions.offered.through.the.program¡

The participation fee helps offset the Chamber's investment in coordinated marketing and promotion of the Think Local First campaign.

CAMPAIGN TIMELINE

Business registration opens and participating businesses begin planning their "Take Your Shot" prizes/offers.

Registration deadline to guarantee inclusion in all promotional materials: **Due October 7th**

Late October – Chamber marketing launches and participating businesses receive in-store materials and promotional graphics.

READY TO PARTICIPATE?

Join fellow Detroit Lakes businesses for a fun weekend that encourages people to **discover local businesses, enjoy our community and shop local.**

REGISTER YOUR BUSINESS HERE:

DL Deer (Discover.Enjoy. Experience.Repeat) Weekend – Fill out form

Questions? Contact the Detroit Lakes Regional Chamber.