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# BUY BROKEN ARROW



November 1, 2019 - December 8, 2019

Buy Broken Arrow is an affordable, fun way to market your business during the holiday season. The campaign is designed to encourage Broken Arrow residents to shop local and to educate people outside of Broken Arrow on all the great retail we have to offer. A total of \$16,000 will be awarded to Broken Arrow shoppers during the campaign. The merchants involved in Buy Broken Arrow will be part of a \$10,000 plus advertising campaign which includes social media, radio, television, web and print.

New benefits to participating merchants this year:

- Exclusively featured in at least one social media post on the BA Chamber's Instagram and Facebook pages.
- Logo displayed for 1 week alongside other merchants on the BA Chamber's billboard on the Broken Arrow Expressway.
- A Chamber Ambassador will visit the merchant during the campaign to "check-in" and post about the merchant from the Ambassador's personal social media page.

## Weekly Cash Prizes

During the campaign, shoppers will be encouraged to tag participating merchants' social media pages and use the hashtag #BuyBA in their post. 4 weekly drawings will be held during the campaign, each for a \$250 cash prize. A ticket handed out from the small business (25 employees or less) with the most Facebook tags as of the drawing date will be randomly selected for each \$250 prize.

**Deadline to register as a merchant is October 18, 2019.**



**For questions or to sign up:**

CONTACT US AT (918) 251-1518 OR EMAIL [ERIC.ALLEY@BACHAMBER.COM](mailto:ERIC.ALLEY@BACHAMBER.COM).

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# 2019 HOLIDAY SHOPPING PROGRAM

## Important Dates:

Friday, November 1, 2019 – Program kicks off

Sunday, December 8, 2019 – Program ends

Monday, December 9, 2019 – Unused tickets picked up between 10am – 4pm

Tuesday, December 10, 2019 – Drawing at Moody's Jewelry at 3pm

## RULES & GUIDELINES

- One ticket for each potential customer entering the store (no purchase necessary)
- One ticket for every \$10 in purchases

For example:

0-\$9.99 = 1 ticket

\$10.00-\$19.99 = 2 tickets

\$20.00-\$29.99 = 3 tickets

A maximum of 100 tickets per purchase

- Merchants should mark customers' sales receipts so they cannot be used for more tickets.
- Persons must be at least 18 years of age to participate and win.
- Government or school district purchases will not be eligible for drawings.
- Participating businesses (owners, employees and their immediate family members) are not eligible to claim winning tickets from their own business or store. However, they may participate at other merchants.
- You do not have to be present to win at the drawing on December 10th.

## WINNING TICKET

The winning ticket holder will have one (1) business day to claim the money, in person, at the BA Chamber offices. If not claimed, the second number will be drawn on December 11th at 3:00pm. The drawing dates are as follows until a winner comes forward: December 12th at 3:00pm, December 13th at 3:00pm, December 16th at 3:00pm, December 17th at 3:00pm and December 18th at 3:00pm etc. Please note: The Chamber office will be closed on December 24th, 25th.

Once the winning ticket numbers are announced, they will be posted:

- At Moody's Jewelry
- On your local news
- On the BA Chamber website ([bachamber.com](http://bachamber.com))
- On the Buy Broken Arrow Facebook page ([Facebook.com/BuyBrokenArrow](https://www.facebook.com/BuyBrokenArrow))
- On the Broken Arrow Chamber Facebook page ([Facebook.com/BrokenArrowChamberandEDC](https://www.facebook.com/BrokenArrowChamberandEDC))

# BUY BROKEN ARROW

## 2019 Participating Merchant

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Company: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

Billing Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

# of full time employees: \_\_\_\_\_

NAME (exactly as you would like it to appear in publicity): \_\_\_\_\_

ADDRESS (exactly as you would like it to appear in publicity): \_\_\_\_\_

### Approvals/Confirmations

Company Representative Signature \_\_\_\_\_

Chamber Representative Signature \_\_\_\_\_

**REGISTRATION FORM, MERCHANT AGREEMENT & PAYMENT MUST BE RECEIVED BY OCTOBER 18th FOR YOUR NAME TO BE INCLUDED IN ADVERTISING!**

Registration Fee (Please check which price applies to you):

**\$300 BA Chamber Members**

**\$400 Non Members**

# of Additional Rolls: \_\_\_\_\_ (two rolls of 1,000 tickets are included with your registration)

Name on Credit Card \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

**Please return this form to:**

Attention: Eric Alley  
Broken Arrow Chamber of Commerce  
210 N Main, Suite C, Broken Arrow, OK 74012  
Phone: 918-251-1518 / Fax: 918-251-1777  
Eric.Alley@bachamber.com

# BUY BROKEN ARROW

## 2019 Participating Merchant Agreement

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As a participating merchant in the 2019 Buy Broken Arrow Campaign, I agree to the following terms and conditions. Failure to adhere to these policies may result in the termination of your business from the program and ineligibility for future years.

1. You must participate for the entire duration of the program
2. You must begin distributing tickets on November 1, 2019
3. You must end distribution of tickets at the close of your business on Sunday, December 8, 2019
4. Tickets must be given out during normal business hours and not just during specific times and days
5. If you run out of tickets, you must purchase additional tickets at the Broken Arrow Chamber of Commerce for an additional charge. Tickets must be distributed until the end of the program on December 8, 2019.
6. You are not allowed to "suspend" ticket distribution for any reason during the program

### Ticket Distribution Requirements:

- Each customer gets one free ticket for entering the business
- Each customer gets additional tickets based on purchases:

0-\$9.99 = 1 ticket

\$10.00-\$19.99 = 2 tickets

\$20.00-\$29.99 = 3 tickets

A maximum of 100 tickets per purchase

- Merchant should mark sales receipts so they may not be used to obtain duplicate tickets
- Persons must be at least 18 years of age to win
- Government or School District purchases are not eligible to win
- Participating businesses (owners, employees and their immediate family members) are not eligible to win on tickets from their own business or store. However, they may participate at other merchants.
- A record of ticket serial numbers is kept on file at the Chamber of Commerce

I, \_\_\_\_\_, as a representative of \_\_\_\_\_, agree to the rules and regulations outlined above and understand that my participation may be terminated immediately if my business violates said rules and regulations.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

