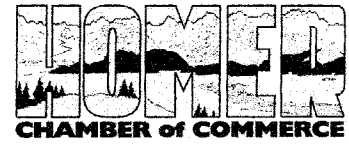


# Check Local Buy Local



*Save Money—Save Time— Save Energy*

A new local advertising campaign supporting our local economy and community.

The Check Local—Buy Local advertising campaign was created based on Homer Chamber member feedback. The goal of the program is to encourage the community to check locally first before shopping down the road. The campaign incorporates benefits for customers, businesses, and the community.

## **Advertising Campaign**

- **Local Media:** Advertisements promoting the program will be on local radio stations and local newspapers. Amount of advertising will be based on number of sponsorships received.
- **Website:** Check Local page on Homer Chamber website [www.homer.alaska.org](http://www.homer.alaska.org) will provide businesses and customers information on the program, a listing of all participating businesses and their specials, and other links to assist customers in finding the businesses they need. Business listing will be updated monthly.
- **Promotional Material:** Posters, table/counter tents, and other promotional items will be available for businesses.

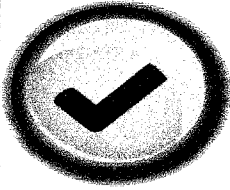
## **Participating Businesses will agree to:**

- **Store Discounts:** Each participating business will provide at least 1 of 4 discounts in their store: Senior Discount, Military Discount, Student Discount or Matching Price program. It is up to the individual business to determine how and when this discount will be applied. For example: 10% discount to all seniors on the 1st Saturday of the month. 15% Active-Military Discount on all products anytime. Matching Price program for all products over \$300.
- **Customer Appreciation Drawings:** Every participating business will conduct **Monthly Drawings** for prizes in their store. To enter the drawing, customer's must first make a purchase in the store. The business must provide a system for entry (see suggestions below) and container to collect entry forms. Each business will determine the in-store prize each month. Examples: Basket of products from the store. \$25 off next purchase in the store. Drawings should be conducted on the last day of the month. Each business can decide their policy should the winner not claim their prize. Example: if the winner does not claim prize within 20 days, they forfeit their prize and no new winner is selected for the month.

The Homer Chamber will also conduct **Quarter Drawings**. Entries for the Quarter Drawings will be winners from each participating store's Monthly Drawings. Businesses will provide the Chamber with their monthly winner's name and contact. The Chamber will conduct their drawing on the last day of each quarter. Quarterly winners who do not pick up their prize within 30 days after notification will forfeit their prize and a new drawing will occur. The Chamber will be responsible for providing prizes for the Quarterly Drawings.

**Drawing Entry Forms:** Participating businesses must provide a "drawing entry form" for customers to place their name and contact phone, address, or email. Suggestions include: using the back of the customer receipt, small pieces of scratch paper, or the pre-printed drawing form provided on the Homer Chamber / Check Local webpage. To save time, customers can also download the pre-printed drawing forms from the Chamber's website and fill out prior to shopping at participating stores or create their own entry form. *Important: many customers will be concerned that entry forms will be used for a mailing list. Each business should assure their customers that all entry forms will be destroyed after each monthly drawing.*

- **BuyAlaska.com:** All participating businesses will be encouraged to register on the BuyAlaska.com website. The service is free and provides yet another tool for customers to find you statewide. BuyAlaska.com also provides areas to list specials, narrative of your business and other services. For more information go to: [www.BuyAlaska.com](http://www.BuyAlaska.com)
- **Display Promotional Materials and Policies:** Participating businesses will agree to display Check Local-Buy Local promotional materials in their store to identify their participation in the program and advertise their discounts. Businesses are also encouraged to display their discount and customer appreciation policies to increase advertising and understanding of the program.
- **Business Survey:** Participating businesses will agree to complete the Homer Chamber Business Survey. Survey information will help determine the program's success. Businesses will receive copies of the survey results after tabulation by the Homer Chamber. Surveys will be conducted 1-2 times during the year long program.



# Check Local Buy Local



## Sponsorship Levels

Businesses can sign up at anytime during campaign year, however it may affect some benefits if late in year.

### Chamber Member Sponsorship Levels

- \_\_\_\_\_ \$25 Benefits:
  - Promotional Materials
  - Business Listing on webpage
- \_\_\_\_\_ \$50 Benefits:
  - Promotional Materials
  - Business Listing on webpage
  - 1 sponsor listing in local media ads
- \_\_\_\_\_ \$100 Benefits:
  - Promotional Materials
  - Business Listing on webpage
  - 1 sponsor listing in local media ads
  - 1 free Homer Chamber newsletter insert\*
- \_\_\_\_\_ \$200 Benefits:
  - Promotional Materials
  - Business Listing on webpage
  - 1 sponsor listing in local media ads
  - 2 free Homer Chamber newsletter inserts\*
  - 1 free Homer Chamber membership mailing labels
- \_\_\_\_\_ \$300 Benefits:
  - Promotional Materials
  - Business Listing on webpage
  - 1 sponsor listing in local media ads
    - and —
  - 1 (one) Quarter of free Homer Chamber website advertising\*\*
    - or —
  - 3 free Homer Chamber newsletter inserts\*
  - 2 free Homer Chamber membership mailing labels

\*Newsletter insert: business must pay for cost of making inserts and provide quantity by deadline noted by Chamber staff.

\*\* Website Advertising: quarter to be determined by space availability. Webpage location to be determined by business's industry and space availability. Business is responsible for cost of creating their web ad and providing by deadline as noted by Chamber staff.

### Non-Chamber Member\* Sponsorship Level

- \_\_\_\_\_ \$100 Benefits:
  - Promotional Materials
  - Business Listing on webpage
  - 1 sponsor listing in local media ads

\*Non members are not allowed to list their website address or receive a hotlink on their business listing.

### General Sponsorship Level

For businesses wishing to support the program but who are unable to participate in the program requirements.

- \_\_\_\_\_ \$250 Benefits:
  - Promotional Materials
  - Business listing (or logo) and

Pay by Credit Card:
Name on Card: _____
Card #: _____
Expiration Date: ____/____
3 digit code: _____
Mailing address of card: _____
Signature: _____

### Sign up: Business Information

Business Name: \_\_\_\_\_

Contact Person Name: \_\_\_\_\_

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

Mail this form along with check or credit card information to: Homer Chamber, 201 Sterling Hwy., Homer AK 99603 or fax to: 235-8766      Make checks out to: HCOC

Once payment has been received, staff will contact you with more information and promo materials.