



CHRISTMAS IN GOWANDA 2017
SHOP LOCAL PROMOTION

November 14, 2017

Dear Fellow Business Owners,

It's nearly time for **Christmas in Gowanda** again! Our Shop Local Event is meant to get customers into your place of business to make purchases. It's a chance for us to steer consumers away from the internet and the big box stores and focus their attention on the small town businesses; which are such a vital part of our local economy. This event would begin on Small Business Saturday (Nov. 25 and run through Friday, (Dec.1) at the close of business.

Would you consider participating in this?

Details:

- We would provide you with a colorful, festive poster promoting *Shop Local* and tickets for customers to fill out.
- Customers fill out the "tickets" for every \$10.00 they spend at your establishment. (Name and Phone#)
- Make sure your business name is written on all of the "tickets" given to the customer.
- You collect the tickets in a basket or a bin of your choice and deliver them to Jesse's Home & Gifts Friday night or Saturday morning.
- Tickets collected measures the amount of local dollars spent in our community.

Prizes

- The Gowanda Area Chamber of Commerce is providing \$425.00 in *Shop Local Bucks* as prizes to winners to spend back at your **Store!**
- There will be 10 prizes given out, with first prize being \$100.00; the remaining 9 prizes are as follows: 2nd place-\$75.00, 3rd two winners of \$50.00 ea. Then six winners of \$25.00 each.
- Drawing will take place under the Marquee on Saturday, December 2nd.after the Santa parade.

If your place of business would like to participate, please let us know by November 17th so we can get you your Festive sign and packet of tickets. Please call or text Sarah Gabel- 716.374.0933 or Becky Grudzien -716.319.7342 or pick up a packet at Jesse's Home & Gifts store or at the Grudzien Agency.

Let's work together for the benefit of all! Thank you for your consideration,
Sarah Gabel and Becky Grudzien
2017