



Shop Local Program

Dear Pincher Creek Business,

The Pincher Creek & District Chamber of Commerce strongly believes in **local shopping** and we all know that this is a difficult challenge we are facing right now.

That's why we want to offer you the opportunity to participate in our first '**Local Shopping**' promotion.

How does it work

- We want to motivate customers to buy local by giving them the opportunity to **win up to \$2,000 worth of fuel.**
- Customers can save points in their Pincher Creek passports whenever they buy local at one of the participating businesses. For each local purchase, they receive 1 point in their passport. A full passport (15 points) can be deposited at the Chamber Office in the Ranchland Mall where they can pick up a new one to keep on saving.
- Each full passport gives them one chance to **win up to \$2,000 gas coupons.**
- The Chamber will provide all participating businesses with some Pincher Creek Passports, saving points (or a stamp) and a door poster.

Timing

This program will run from October 15th 2011 – January 15th 2012.
So plenty of time for everyone to do Christmas shopping in town.

Chamber Marketing for the 'Shop Local Program'

- We will announce this promotion:
 - in the **Pincher Creek Echo**. All participating businesses will be mentioned in this ad.
 - during a **radio campaign on Mountain Radio**.
 - on the **Shop Local page of the Chamber website, with direct link to the websites of participating businesses.**
- We will provide participating businesses with a 'Shop Local Poster' that you can hang in a visible spot in the window of your store so customers see your business participates.
- We will send a letter to announce this Program to every P.O. Box in Pincher Creek, Lundbreck and Cowley.

'Shop Local Program' criteria

- A business can sign up to be part of this program by paying:
 - \$40 (+GST) for a Chamber Member.
 - \$70 (+GST) for a non Chamber Member.
- Each participating business will commit to handing out points during the full period of the Program.
- Each participating business will hang the Shop Local Program poster in a visible spot in the business window.

We hope we can count on your business to participate in the program. Without enough support from you, our local businesses, this Program cannot succeed.

To make it interesting enough for our Pincher Creek (and surrounding) customers, we need as many businesses to participate as possible. By working together as a strong community we can make Pincher Creek even stronger and richer.

If you are interested in participating in the 'Shop Local Program', please fill out the form below and send it back to us **by September 21st 2011**.

PINCHER CREEK & DISTRICT 'SHOP LOCAL THIS FALL' PROGRAM
ENROLLMENT FORM

CONTACT NAME: _____

COMPANY NAME: _____

PHONE: _____ **E-MAIL:** _____

I AM A CHAMBER MEMBER: Yes _____ No _____

PAYMENT: I will pay the amount of \$ _____ by cheque before September 21st, 2011.

Please make cheques payable to the **Pincher Creek & District Chamber of Commerce**.

P.O. Box 2287, Pincher Creek.

Phone: 403-627-5199.

Email: info@pincher-creek.com.

The Chamber Office is located in the Ranchland Mall. Always welcome.