

# Shop St. Joseph Makes Sense

The holidays are fast approaching. Once again, it's time to position your business to take full advantage of the upcoming shopping season. The Shop St. Joseph Holiday Program is designed to help increase your customer traffic and enhance your bottom line.

"The Shop St. Joseph Program is a no-brainer for any local business that wants to keep (or grow) customers during the holiday season.

Anytime we can keep consumers in St. Joseph, to buy their goods, as opposed to going to going to Kansas City, we build our city tax base which allows our city to grow and prosper. This program does this AND MORE!

Consumers come into the St. Joseph Hy-Vee during the Shop St. Joseph Program solely because we participate in it. We

feel like it definitely gives us an advantage over our competition that doesn't participate in the program.

The program is easy to administer and requires very little effort from the business.

I don't know why every business in St. Joseph wouldn't eagerly participate. If you don't, you're just sending consumers to your competition."

Brad McNally,  
District Vice President, Hy-Vee

"Every year I include Shop St. Joseph in my marketing budget because for every \$20 roll of tickets I go through, I see sales close to \$20,000.

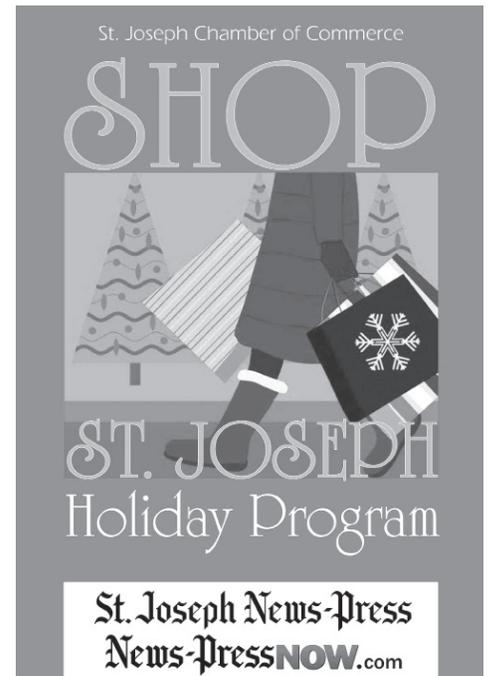
If I could end up using 10 rolls, I would!

Your business name ends up in so many places. It's inexpensive advertising and it's important to stress shopping local, especially during the holidays. "

Pam Houp, Owner  
PBE's Toys and Dolls



**ST. JOSEPH**  
Chamber of Commerce



*Can your business afford not to get this kind of holiday exposure?*

Your business is featured in 80 TV ads, nine News-Press ads, on the Chamber's website, e-mails and social media on a regular basis to almost 1,400 members and the community at large! The program itself has 180 radio advertisements, encouraging listeners to visit the Chamber website for a list of merchants. Sign up today! Call 364-4107 or return this form.

*Thanks to our media sponsors:*

KKJO 105.5  
QCountry 92.7  
KQTV  
FOX 26 KNPN  
St. Joseph News-Press

# SHOP ST. JOSEPH HOLIDAY PROGRAM

## St. Joseph Chamber of Commerce

Wednesday, Nov. 8 - Monday, Dec. 18, 2017

### REGISTRATION FORM

(Chamber Member)

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

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

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

Email Address \_\_\_\_\_

Business name exactly as you would like it to appear in publicity: \_\_\_\_\_

Business address exactly as you would like it to appear in publicity: \_\_\_\_\_

#### Chamber Member Pricing

My business employs 0-1 employees and will pay the \$100 participation fee.

My business employs 2-5 employees and will pay the \$200 participation fee.

My business employs more than five full-time employees and will pay the \$250 participation fee.

My business has multiple locations of the same name and will pay \$100 for each additional location.

**FUNCTION:** Participating merchants will distribute numbered tickets to shoppers. One ticket per visit provided on request with **NO PURCHASE REQUIRED** and one additional ticket provided to customers for each \$10 increment of sale with a maximum of 100 tickets per one purchase. Merchants should mark customers' sales receipts so they cannot be used for more tickets. A grand prize of \$10,000 will be awarded to a shopper through a drawing held Wednesday, December 20, 2017, need not be present to win. The left over tickets will be picked up on Tuesday, December 19, 2017, starting at 8 a.m. This will give the committee and Chamber staff enough time to record the ticket numbers that were not distributed. The winner

will have 24 hours to claim the prize or an alternate number will then be announced. The winning number will be announced by all media and posted on the Chamber's web site and front door. If a winner does not claim the prize within 24 hours, the number will then become void and alternate numbers would be posted each 24 hour period at 5:00 p.m. (excluding Christmas Eve Day, Christmas Day and New Year's Day) until a winner has claimed the prize. The Chamber reserves the right to cancel the program, should we not have enough participating businesses. If the program is cancelled the participants will be provided a full refund for cost of the program.

**PARTICIPATION COSTS TO**

**BUSINESSES:** Costs vary based on Chamber membership and number of employees. All participants will receive a poster for their front door or window (to identify them as a participating business), brochures explaining the rules, and one roll of 2,000 numbered tickets. Additional rolls of tickets will be available for purchase at \$20 each, which will generate revenue for the advertising budget. Typically, most small retailers will only use one roll of tickets provided and the larger, big-box stores will purchase additional rolls. Participants must also agree to maintain a stock of tickets throughout the entire campaign period. Unused rolls of tickets must be returned to the Chamber the day of the drawing and credited back to the business.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Return Completed Form To:

St. Joseph Chamber of Commerce

Attn: Shop St. Joseph Holiday Program

3003 Frederick Ave St. Joseph, MO 64506 Fax: 816-364-4873

Questions Contact: Natalie Redmond at 364-4107 or redmond@saintjoseph.com