

St. Joseph Chamber of Commerce

SHOP



Holiday Program

presented by

News-Press **NOW**

SHOP ST. JOSEPH

Wednesday, Nov. 4- Monday, Dec. 14, 2020

OBJECTIVE: To encourage customer loyalty, retention of sales revenue for participating businesses and to raise public awareness of retail availability in St. Joseph during the holiday shopping season.

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 ten-dollar 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 evening, December 16, 2020, need not be present to win. Last day to give out tickets will be Monday, December 14, 2020. The left over tickets will be picked up on Tuesday, December 15, 2020, from 8:00 a.m. - 12:00 p.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 website 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, New Year's Eve 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.

BUDGET: All funds of the project will be dedicated entirely to the project.

PRIZE ELIGIBILITY RESTRICTIONS: Chamber staff, Chamber officers, and their immediate family members (dependents living at the same address) are not eligible to win the grand prize. Participating business owners, managers and employees are eligible to win, with the exception of tickets distributed through their own place of business (including other participating locations). A record of the sequence of ticket numbers each participating business receives will be kept by the Chamber. Persons must be at least 18 years of age to participate and win. Governmental or school district purchases will not be eligible for drawings.

LOGO RESTRICTIONS: Only participating merchants will be permitted use of the project's logo, Shop St. Joseph Holiday Program and related marketing materials.

MARKETING: All participants will receive a poster (1) for their front door or window (to identify them as a participating business), brochures (5) explaining the rules, buttons (2) for employees to wear, cash register signs and a roll (1) of tickets. Additional supplies available by request and additional tickets for purchase.

In addition to items for the store the Chamber does marketing of the program in the community. We do 80 television advertisements, full-color ads in the St. Joseph News-Press, 180 radio ads, as well as advertising to the over 1,200 Chamber business members through Chamber publications including websites, social media and email blasts.

Presenting sponsor: News-Press NOW

Ticket sponsors: KKJO and KQTV

Support sponsor: AR Workshop, Felix Street Gourmet, Reed Jeep Ram Hyundai and Rogers Pharmacy



SHOP ST. JOSEPH HOLIDAY PROGRAM

St. Joseph Chamber of Commerce

Wednesday, Nov. 4- Monday, Dec. 14, 2020

REGISTRATION FORM (Non-Member)

Business Name (as it will appear publicly) _____

Contact Person _____

Address (as it will appear publicly) _____

City, State, Zip _____

Phone _____ Fax _____

Email Address _____

I would like to participate in the second chance drawing (optional). My prize will be:

Number of ticket rolls (2,000 tickets per roll) I'd like to start with:

___ My business employs five or fewer employees and will pay the \$300 participation fee.

___ My business employs more than five full-time employees and will pay the \$375 participation fee.

___ My business has multiple locations of the same name and will pay \$150 for each additional location.

Signature _____ Date _____

****Discounts apply for St. Joseph Chamber Members****

Return Completed Form To:
St. Joseph Chamber of Commerce
Attn: Shop St. Joseph Holiday Program
3003 Frederick Ave Saint Joseph, MO 64506 Fax: 816-364-4873
Questions Contact: Natalie Redmond at 364-4107 or redmond@saintjoseph.com