

## Small Business Saturday \* November 24, 2018

Show our community & small business owners

Follow us on social media

Instagram: @ajchamber

Twitter: @AJ\_Chamber

Facebook: @AJChamber

& use the hashtag

#shoplocal #shopsmall



shop local

Visit us at: [www.ajchamber.com](http://www.ajchamber.com)

To participate email:  
[events@ajchamber.com](mailto:events@ajchamber.com)



### What is small business Saturday?

Small Business Saturday is a day dedicated to supporting small businesses and communities across the country. The Superstition Region Chamber wants to help promote all small businesses in our area and create awareness of the importance of our local businesses.

### How do I participate as a small business?

It is free to participate. This is open to both members and non-members business. To participate, please email [events@ajchamber.com](mailto:events@ajchamber.com). We will be creating a punch card along with a list of all the participating businesses. You can run promotional discounts, gift cards or whatever you see fit to drive sales for this day. We would like you to donate an item of at least a \$10.00 minimum in value. We will take this item and build a gift basket with it. People can turn in their punch card at the chamber the following week to enter them into a raffle to win the gift basket.

### Who will promote?

We will create an online flyer, a link to your business website, and develop other platforms to promote this program and your business. We will also have a punch card with a list to show everyone where they can shop on Small Business Saturday. We encourage you to share the flyer online on your website and social media pages. Email [events@ajchamber.com](mailto:events@ajchamber.com) to let us know what promo you will be running for Small Business Saturday, so we can make sure to promote properly. Please have your customers come down to the chamber to pick up a punch card. The deadline to pick up their card is 11/21/2018. **The deadline to submit if you are participating is 11/1/2018.**

### Ideas on promotion

- Gift Cards program with purchase a \$50 gift card and receive a \$10 gift card for free
- % off a specialty item or services
- Restaurants: meal promo for the day
- Purchase \$100 and receive 10% off
- Whatever other promotions you can think of to drive sales

For more information on this and other local businesses, visit us at <http://www.ajchamber.com/>