

4th Annual BRICK\$ BUCK\$ SHOP LOCAL HOLIDAY PROMOTION 2017



Dear Wills Point Business Owners:

It is hard to believe this is the 4th year for this program! Every year we learn more about improving to be the best we can be. We believe that shopping local is the key to having a vital community and we know you will want to be a part of your Chamber promoting LOCAL BUSINESSES during the 2017 holiday season!

Here are some facts:

The PARTICIPATING local businesses receive rolls of numbered tickets (2000 in each roll). Customers will receive one ticket FREE just for coming into your business, and for every \$10.00 (suggested amount) they spend, up to \$1000, they will receive additional tickets. They can receive up to 101 tickets per visit. This applies to all purchases made each day, for each store, beginning **October 28 through December 9, 2017** with the drawing to be held at Christmas on the Bricks on December 9 on the main stage at 3:00 PM. The attached sheet fully explains all details/rules of this promotion. (Note: In order for this NOT to be considered a lottery, **you must give away one free ticket** to anyone who comes into your business so it is important that you share this information with your staff. If we draw a ticket that was given out from your business you will receive 10% of the value of the corresponding prize! Remember, this only increases your business volume and increases your chances being a winner, too!

The program will be HIGHLY publicized in the Wills Point and surrounding trade areas. It will result in increased traffic to your business and more repeat customers. Your participation in the program will be mentioned in all social and print media, radio, posters and flyers. There will be a major media blitz from October 28, 2017 right up to the day of the GRAND PRIZE DRAWING.

You can participate in this program for \$250 as a Chamber member or \$350 as a Non-Chamber member (with the additional \$100 being your dues to become a Chamber member at the silver level, which is a \$44 savings!). That is a WIN/WIN for your business because you will be a part of our active Chamber family and our family will grow! Participation includes:

1. A colorful poster displayed in your store window to let people know that your business is a participant in this widely publicized BRICK\$ BUCK\$ CASH GIVEAWAY.
2. One roll of 2000 numbered tickets (additional rolls will cost \$20 per roll and should be reserved in advance as there will be a limited number of extra tickets available once the program begins).

9. Business owners, managers, employees and members of their immediate family cannot participate in the drawing in their own businesses. They are, however, eligible to participate in any other store or service provider. (For example; If Sweethearts is a participating business, those listed above are not eligible to win based on a ticket from Sweethearts but they can win from a ticket from another merchant who is participating.)

10. The ticket hopper will be placed in a public location that will be easily seen immediately following the Christmas parade on the day of the drawing.

11. Participating businesses who are closed on Saturdays:
All tickets must be turned in by 5:00 PM on Friday, December 8 (the day before the drawing) to the Wills Point Chamber of Commerce office located at 307 N. 4th St. or with other arrangements that are made in advance.. NO EXCEPTIONS!!

12. Businesses who are open on Saturday:
If you wish to continue giving tickets out during the Christmas on the Bricks event YOU MUST STOP DISTRIBUTION AT NOON. A Chamber representative will be by to pick up all remaining tickets shortly thereafter to pre pare for the drawing.

13. PLEASE REMEMBER, the tickets MUST be separated at the perforated line before delivering to the Chamber! Do not deliver tickets that are still connected in a strand.

This program is a great opportunity to create a wonderful and prosperous Christmas shopping season! It works for everyone from retailers, to grocery stores, attorneys, accountants, medical professionals, banks, insurance companies, etc. ALL BUSINESSES in Wills Point are eligible to participate.

If you are a non-retail corporate business, please consider being a CORPORATE SPONSOR for \$100 to help build SHOP WILLS POINT! with your name appearing on the print media and advertising.

For tickets to be distributed and advertising placed, the deadline for signing up for this program is October 2, 2017. All checks should be made payable to the Wills Point Chamber of Commerce, PO Box 178, Wills Point, Texas 75169.

GET EXCITED! HELP US RECRUIT! TELL YOUR FELLOW BUSINESS OWNERS! SEND YOUR REGISTRATION TODAY! Be a part of one of the BIGGEST PROMOTIONS IN WILLS POINT this holiday season!

Wills Point Chamber of Commerce
PO Box 178
1305 WS Commerce St.
Wills Point, Texas 75169
Phone: (903)873-3111

Phone (903)873-3111
Email: contact@willspointchamber.com

PS: We want to be sure everyone understands that THIS IS NOT A FUNDRAISER! 100% of funding from this program will be used towards THIS PROGRAM! Our main purpose is to increase your business, bring repeat customers to your door and build Wills Point!

To register to be a participating business in the 2017 Wills Point, Texas BRICKS BUCKS - SHOP LOCAL PROMOTION, please fill out the information below and mail with your payment of \$250 or \$350 made payable to the Wills Point Chamber of Commerce. (Should you choose to join the Chamber and participate at the Chamber member level your membership payment will not be included at this time in this payment. It will be invoiced to you separately.) Your tickets will be delivered to your business on or after October 26. You will receive one roll of 2000 tickets with your payment and each additional roll for \$20 or \$40 (depending on membership).

Business Name: _____

Contact Person: _____

Business address: _____

Method of contact (phone or email address): _____

_____ Campaign participation \$250, includes 1 roll of tickets (Chamber members)

_____ Campaign participation \$350, includes 1 roll of tickets (Non-Chamber members)

_____ Additional tickets at \$20 each (2000 tickets per roll)

\$ _____ Total amount enclosed

() Check— Payable to the Wills Point Chamber of Commerce
Mail to: PO Box 178,
Wills Point, Texas 75169

() Visa/MasterCard/Discover

Card #: _____ - _____ - _____ - _____ Exp: ____/____

Name of Authorized Party (please print): _____

Authorized Signature:



* Non-Chamber participants, should you choose to participate and automatically join the Chamber at this time, please make two separate checks for payment. One for \$250 and one for \$100. We have separate accounting systems for BRICK\$ BUCK\$ vs. operating to comply with state guidelines.

2017 Wills Point, Texas BRICK\$ BUCK\$ - SHOP LOCAL PROMOTION
MERCHANTS RULES AND INFORMATION SHEET

1. Participants will receive one roll of tickets (2000 in a roll) with the initial registration fee. Additional tickets can be ordered for \$20 per roll.
2. Tickets can be delivered to your business on or before October 27, 2017.
3. Persons must be at least 18 years of age to win. Must be born before 12/9/1999.
4. Ballot boxes with signage will be provided to all participating businesses for tickets.
5. Tickets will be verified. The Program Coordinator and the Accountant are the sole source of tickets to be used in the promotion. The Accountant will maintain a list of the series of ticket numbers issued to each participating business in order to verify/confirm the business where the winning ticket originated immediately after the winning number is announced and prior to prize distribution; therefore, we ask that you do not swap or exchange tickets with other merchants as this may disqualify a winner!
6. The Customer MUST BE PRESENT at the Grand Prize Drawing on December 9, 2017 at 3:00 PM to win.
7. It is absolutely essential that participants fully train their employees about this promotion! Each employee should “talk up” the promotion to EVERY CUSTOMER who walks into your business to generate excitement and return business. A positive attitude from all employees is essential to the promotion’s success. Be aware of your available ticket inventory and don’t run out before making arrangements to get more (an unhappy customer is NEVER a good thing!). We are happy to assist in employee training with advance notice.
8. Tickets will be handed out from you to your customers on the basis of one ticket per each customer entering the business, regardless of purchase (in other words, no purchase is required to get one free ticket). Additionally, you should give one additional ticket for each \$10 purchase up to the maximum of a \$1000 transaction or 101 tickets. You MUST give one free ticket to anyone who comes in your business for this NOT to be considered a lottery. Beyond that, the tickets belong to YOUR BUSINESS. **You as the business owner can also be creative in your marketing ideas, such as “Double Ticket Wednesday” or a special item in your store for double ticket day. Make it FUN!! The more creative you are the more engaged your customers will be and more interest you will generate!**

For example: For a customer who made a purchase of \$18.99 they would receive 2 tickets (one FREE ticket for coming in to your store and an additional ticket for spending \$10); if they purchased \$29.99 they would get 3 tickets (one FREE ticket for coming in to your store and 2 additional tickets for purchasing \$20) and so on.

9. Business owners, managers, employees and members of their immediate family cannot participate in the drawing in their own businesses. They are, however, eligible to participate in any other store or service provider. (For example; If Sweethearts is a participating business, those listed above are not eligible to win based on a ticket from Sweethearts but they can win from a ticket from another merchant who is participating.)
10. The ticket hopper will be placed in a public location that will be easily seen at 9:00AM on the day of the drawing.
 - ◆ For businesses who are closed on Saturdays:
All tickets must be turned in by 5:00 PM on Friday, December 8 (the day before the drawing) to the Wills Point Chamber of Commerce office located at 307 N. 4th St. NO EXCEPTIONS!!
 - ◆ Businesses who are open on Saturday:
If you wish to continue giving tickets out during the Christmas on the Bricks event YOU MUST STOP DISTRIBUTION AT NOON. A Chamber representative will be by to pick up all remaining tickets shortly thereafter to prepare for the drawing.
 - ◆ PLEASE REMEMBER, the tickets MUST be separated at the perforated line before delivering to the Chamber! Do not deliver tickets that are still connected in a strand.

This program is a great opportunity to create a wonderful and prosperous Christmas shopping season! It works for everyone from retailers, to grocery stores, attorneys, accountants, medical professionals, banks, insurance companies, etc. ALL BUSINESSES in Wills Point are eligible to participate. Current members of the Wills Point Chamber of Commerce are eligible for a discounted rate for participation! **ANOTHER PERK OF MEMBERSHIP!**

If you are a non-retail corporate business, please consider being a

CORPORATE SPONSOR

\$100 (for current Chamber members)

***\$200 (for non-chamber members that includes
a \$100 membership for the first year)***

with your name appearing on the print media and advertising.

***Your support of this program helps market Wills Point
and brings valuable tax dollars to our community.***

For tickets to be distributed and advertising placed, the deadline for signing up for this program is September 28, 2017. All checks should be made payable to the Wills Point Chamber of Commerce, PO Box 178, Wills Point, Texas 75169. Please call or email with any questions you might have.

**GET EXCITED! HELP US RECRUIT! TELL YOUR FELLOW BUSINESS OWNERS!
SEND YOUR REGISTRATION TODAY! Be a part of one of the
BIGGEST PROMOTIONS IN WILLS POINT this holiday season!**

Wills Point Chamber of Commerce
PO Box 178
1305 WS Commerce St.
Wills Point, Texas 75169
Phone: (903)873-3111
Email: contact@willspointchamber.com