

# 2020 Wills Point, Texas BRICK\$ BUCK\$ SHOP LOCAL HOLIDAY PROMOTION



Dear Wills Point Business Owners:

This year we will hold our 7th Annual BRICKS BUCKS - Shop Local Holiday Promotion! It is always a fantastic program and the participating businesses gives it rave reviews. 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 2020 holiday season!

Here are some facts: We will give away \$5000 CASH (plus 10% to winning businesses!) The PARTICIPATING local businesses receive rolls of numbered tickets (2000 in each roll). Customers will receive one (FREE) ticket just for coming into your business, and for every \$10.00 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 31 through December 4, 2020 with the drawing to be held at Christmas on the Bricks December 5 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 of 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 31, 2020 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 NonChamber member. Should you choose to join the Chamber at this time the \$350 will cover both your participation in the program AND a silver level membership for a small business—which is a savings of \$44 over the current rate! 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 \$5000 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).

To register to be a participating business in the 2020 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 before October 28. You will receive one roll of 2000 tickets with your payment and each additional roll for \$20.

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) for Chamber members

\$ \_\_\_\_\_ 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: \_\_\_\_/\_\_\_\_ CVV: \_\_\_\_\_

Name of Authorized Party (please print): \_\_\_\_\_

Authorized Signature:



\_\_\_\_\_

\* Non-Chamber participants, should you choose to 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.

2020 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 for Chamber members and \$30 per roll for non Chamber members.
2. Tickets can be delivered to your business on or before October 28, 2020.
3. Persons must be at least 18 years of age to win.
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 Customers **MUST BE PRESENT** at the Grand Prize Drawing on December 5, 2020 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.
  - ◆ All tickets must be turned in by 5:00 PM on Friday, December 4th (the day before the drawing) to the Wills Point Chamber of Commerce office located at 307 N 4th  
NO EXCEPTIONS!!
  - ◆ PLEASE REMEMBER, the tickets MUST be separated at the perforated line before delivering 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. 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 for \$250**  
**\$100 (for current Chamber members)**  
**\$200 (for non-chamber members that includes a \$100 one-time**  
**discounted membership for the first year!**  
*Your name will appear 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 30, 2020**. 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  
307 N 4th  
Wills Point, Texas 75169  
Phone: (903)873-3111  
Email: [contact@willspointchamber.com](mailto: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!**