

Springfield Holiday Local Loyalty Program Guidelines for Businesses

Who: Springfield Area Businesses, in collaboration with the Springfield Regional Chamber of Commerce

What: A month-long rewards program that tracks local spending and culminates in Raffle Drawings

When: Plaid Friday - aka: Black Friday (November 27th) through December 31st

Where: Local Loyalty Cards will be available to shoppers at all participating area businesses

Why: To unite our neighborhood businesses through cooperative cross-promotion, boost community pride, and encourage folks to keep their dollars local this holiday season

What you need to know:

- The Chamber will provide participating businesses with Local Loyalty Cards, a unique card stamp, promotional posters, and fact sheets for shoppers.
- Loyalty Cards will be available to shoppers at all participating business locations and are valid for use at all participating establishments. (*Individual businesses may vary, and some restrictions may apply.*)
- Loyalty Cards represent \$100 - shoppers receive one stamp for every \$5 or \$10 they spend (at any participating location). Once they fill a card, they can enter it in the raffle of their choice.
- No limit to the number of stamp cards a shopper can fill. (The more folks spend, the more chances they get to enter the raffles!)
- Raffle winners will be drawn by each business on January 4th.
- **Participation in the Springfield Holiday Local Loyalty Program is \$30 for Chamber members. The cost for non-member businesses to participate is \$60. Sponsorship opportunities are also available and greatly appreciated.**

What you need to do:

- Sign up by **Friday, November 6th.**
- Figure out an exciting raffle prize that your business will donate to the cause. (\$50-\$100 value)
- Put up our provided posters in your establishment and offer our fact sheets to visitors as needed.
- Starting on Plaid Friday/Black Friday (November 27th), begin distributing Loyalty Cards to customers. Stamp their cards for every \$5 or \$10 spent. (Rounding up to the nearest 5 or 10 dollar amount is okay!)
- When a customer fills their \$100 card, they have the option to enter it in your raffle, or any of the other raffles being offered by participating businesses. Have a designated spot for collecting cards that are submitted for your raffle.
- On January 4th, draw & announce your raffle winner, and arrange for pick-up with the winner!
- ***IMPORTANT*** - **SAVE ALL CARDS your business received, and return them to the Chamber** (We can come collect them if need be) or count the cards yourself and let us know the total. We will be tallying all the cards to find out the TOTAL amount of Loyalty dollars spent locally throughout the span of the program.

Tips:

- Display your raffle prize somewhere prominent in your business to generate excitement.
- Talk up the program, and coach your staff to encourage shoppers to participate.
- Share news about your raffle via emails, website, and social media.