

SHOP



ST. JOSEPH

Holiday Program

St. Joseph Area Chamber of Commerce

Dear Fellow St. Joseph Merchant:

The holidays are fast approaching. Once again, it is time to position your business to take full advantage of the upcoming shopping season.

The St. Joseph Area Chamber of Commerce will again present its Shop St. Joseph Holiday Program, designed to help increase your customer traffic and enhance your bottom line. This very exciting program starts Tuesday, Nov. 17, and concludes on Monday, Dec. 21. The purpose of the campaign is to encourage customer loyalty, retention of sales revenue for participating businesses, and to raise public awareness of retail products that are available in St. Joseph during the holiday shopping season.

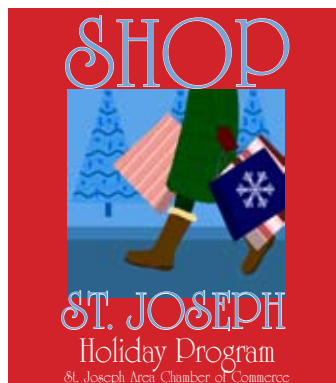
A \$10,000 grand prize will be awarded to one lucky shopper at the end of the campaign. Shoppers must visit merchants participating in the Shop St. Joseph Holiday Program to be eligible to win. By participating you will not only increase market exposure, but help to retain more shopping dollars in the local economy.

“I would strongly encourage any retail business to participate in the Chamber Shop St. Joseph Holiday Program. We saw tremendous customer response. Naturally, our sales increased during this time. Deana and I, and our sales staff are looking forward to using the program again this Christmas season,” said Bob Hand with Home Style Furniture and Flooring.

For as little as \$200 for businesses with five full-time employees or fewer, or \$250 for businesses with more than five full-time employees, your business will receive one free roll of 2,000 numbered tickets to distribute directly to your customers. As a participating business, you will benefit from a multimedia advertising program during the entire campaign period. Television, radio, web and print media will be used to promote the campaign to shoppers in St. Joseph and surrounding areas.

Don't miss out on this great opportunity!

Sincerely,
The Shop St. Joseph Committee



SHOP ST. JOSEPH

Tuesday, Nov. 17 - Monday, Dec. 21, 2009

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 Christmas 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 Monday evening, December 21, 2009, 5:00 p.m., at the Chamber, need not be present to win. The left over tickets will be picked up on Monday, December 21, 2009 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. Local media will be encouraged to provide live coverage of the drawing event. 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 web site 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 and New Years 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: Businesses with five full-time employees or fewer will pay \$200 to enroll in the program. Businesses with more than five full-time employees will pay \$250 to enroll. Participating businesses with multiple locations of the same name will pay \$200 for each additional location. 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. Participants must be Chamber members.

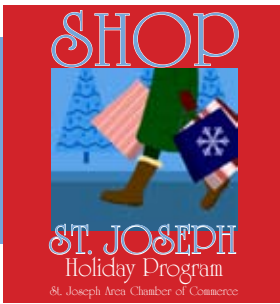
BUDGET: All funds of the project will be dedicated entirely to the project.

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.

OVERSIGHT: The Chamber's Chairman of the Board has appointed a "Shop St. Joseph Committee" who are participants of the program and two CPAs to work with the Chamber staff, volunteer as needed, and provide oversight and guidance to ensure a successful campaign.

CONTACT: Natalie Leonard-Redmond
816-364-4107 or leonard@saintjoseph.com



SHOP ST. JOSEPH HOLIDAY PROGRAM

St. Joseph Area Chamber of Commerce

Tuesday, Nov. 17 - Monday, Dec. 21, 2009

REGISTRATION FORM

Business Name _____

Contact Person _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email Address _____

Business name exactly as you would like it to appear in publicity:

Business address exactly as you would like it to appear in publicity:

Must be a member of the St. Joseph Area Chamber of Commerce to participate in the

Shop St. Joseph Holiday Program

___ My business employs five or fewer full-time employees and will pay the \$200 participation fee.

___ My business employs more than five full-time employees and will pay the \$250 participation fee.

___ My business has multiple locations of the same name and will pay \$200 for each additional location.

Signature _____ Date _____

Return Completed Form To:

St. Joseph Area Chamber of Commerce

Attn: Shop St. Joseph Holiday Program

3003 Frederick Ave Saint Joseph, MO 64506 Fax: 816-364-4873

Questions Contact: Natalie Leonard-Redmond at 364-4107 or leonard@saintjoseph.com