



# shop eh!

EAT. PLAY. EXPLORE.

To the East Hants Business Community,

As you may be aware, the EHCC was awarded funds for a shop local campaign to help inspire members of East Hants and surrounding areas to take advantage of the wonderful shops and services available right here in our own backyards.

An essential part of the success of this campaign is your participation. Here are a few ways you can get involved, to make this campaign work for you and get maximum exposure for your local business (this will also provide you with a sneak peak into what we've got planned)

## **SEND US YOUR INFO**

Provide us with a logo, your contact info, any social media handles for your business, and we'll make sure that you're featured on the campaign website

## **CONSIDER A SPECIAL OR GIVEAWAY**

If you're having a sale during the period of our campaign (up to December 20), let us know and we will feature it on the campaign website and social media channels (Facebook and Instagram). Also, contesting will be a large part of our campaign, so if you'd like to offer a gift certificate or items as a prize or part of a prize, we'll make sure that your generosity earns you lots of attention.

## **HOST THE TEDDY BEAR**

As part of the campaign, we're going to dress a teddy bear in a branded t-shirt, and get her to visit as many businesses in East Hants as possible. Part of our contesting will be asking the public to figure out where the bear is, and urging them to visit that business to get a photo of her and upload it to social media.

We'd love to have the bear visit your business – there will be a sign-up sheet on the website, and each participating business will be responsible for picking up the bear from the previous location and transporting it to their location.

## **HAND OUT STICKERS**

A passport-style sticker card will provide shoppers with the opportunity to collect stickers from participating businesses and enter a completed card (six different stickers) for a chance to win monthly prizes. To get in on the action, your business can hand out stickers and cards at purchases.

## **ADVERTISE YOUR INVOLVEMENT**

Request a campaign window decal for your store window or company vehicle, use themed social media assets on your own pages, hand out branded shopping bags, and share content from the campaign pages and website to your followers. Let East Hants know that you're part of this movement.

## **BE A BALLOT BOX LOCATION**

We're looking for ten local businesses to act as a drop-off location for completed sticker cards. We'll supply the ballot box, you just need to pick it up from the Chamber offices in Enfield, and we will collect it when the contest ends.

## **SEND US YOUR CONTENT**

Send us your photos and a bio of your business or yourself, and we'll feature you on social media. Also, tag us in your content and we will make sure it gets shared.

- To send logo/contact info for website, please email [shoplocaleasthants@gmail.com](mailto:shoplocaleasthants@gmail.com) and use the subject line WEBSITE: followed by your business name.
- To send content for social media, please email [shoplocaleasthants@gmail.com](mailto:shoplocaleasthants@gmail.com) and use the subject line SOCIAL MEDIA: followed by your business name.
- To request cards, stickers, shopping bags or window decals for your business, please email [shoplocaleasthants@gmail.com](mailto:shoplocaleasthants@gmail.com) and use the subject line ITEM REQUEST: followed by your business name.

Please let us know how you would like to participate no later than October 8th in order to be listed for the launch date of October 15th. However, businesses can join in the campaign at anytime. If you would like to donate to the giveaways, please let us know by October 15th.

Thank You,

EHCC Shop Local Project Team