



SMALL BUSINESS SATURDAY®

NOV 28

GET PEOPLE TO SHOP SMALL® WITH YOU ON SMALL BUSINESS SATURDAY®

This year, the Dearborn Area Chamber of Commerce, East Dearborn Downtown Development Authority and West Dearborn Downtown Development Authority are partnering to help build awareness and drive sales to our local businesses. We're organizing a Small Business Saturday Passport and *#ShopSmall* Selfie Promotion in town and we want your business to be a part of it.

Shoppers will be encouraged to pick up a Small Business Saturday Passport at participating locations and get their passport stamped at as many locations as possible starting on Small Business Saturday, November 28 through December 12. For every stamp received, customers are then entered to win prizes provided by participating businesses. Customers will also be encouraged to show their pride of shopping local with a *#ShopSmall* Selfie they take while shopping at your store and share it with us on social media.

HERE'S HOW YOU CAN JOIN IN

Passport Program

- ★ Provide us with a special, discount or promotional idea to thank shoppers with stamped passports and encourage specific sales of products from November 28-December 12. We'll list it on the passport! (Deadline Nov.1)
- ★ Provide one (1) gift certificate or gift item valued up to \$25 to be a part of the Passport enter -to-win. (We'll pick this up when delivering the passports to you.)
- ★ We'll provide you with a poster to promote Small Business Saturday. Hang it in your business window, door and cash wraps. Additional postcard and table tent templates will be available online for you to download and print.
- ★ Once we deliver your Small Business Saturday Passports the week of November 15, start handing them out to customers to encourage them to come back and shop on Small Business Saturday through December 12. Make sure to let us know if you run low and need a refill. Remember to ask customers if they have a passport on November 28 and provide it to them if they do not already have one.
- ★ On November 28 - December 12, when a shopper makes a purchase, mark their passport with the provided stamp and thank them for their support.
- ★ Passport drop-off locations will be conveniently located at Village Picture Framing & Art Gallery in Downtown West Dearborn, Green Brain Comics in Downtown East Dearborn and The Ford Community & Performing Arts Center. If a customer would like to turn it into your business, please make sure to drop them off for your customers at one of the drop-off locations on or before December 12.

#ShopSmall Selfie Promotion

- ★ Encourage customers to take a *#ShopSmall* Selfie and share it with your business and us on social media. Think of a unique selfie for people to take at your business--have some fun with your ideas — try anything from getting your entire staff in a picture to showcasing an item your business is known for.
- ★ We'll provide you with a sign that you can write the name of your business on the "I *#ShopSmall* at..." and ask people to include it in their photos. We'll also provide you with a poster with space to promote your social media information and then just hang it in a prominent location.

**JOIN OUR NEIGHBORHOOD PASSPORT & SELFIE EVENT
TO HELP CELEBRATE SMALL BUSINESS SATURDAY.**