



Customer Appreciation Day

Saturday, November 25, 2017 in Nelson B.C.

Hello Nelson Business Owners and Managers.

It is time again to get ready for this year's Customer Appreciation Day, Nelson's unique community shopping promotion. It is an opportunity to thank our customers for their continued support and show that service, local knowledge and expertise are important to keeping a strong & diverse retail sector. Our event runs in conjunction with the Chamber of Commerce Annual Shop Local Campaign.

All participating businesses share the cost of advertising. We will advertise regionally in the Nelson Star, Pennywise, and online with the Nelson Daily. We also created a unique brand mark last year to identify our event consistently through all media. A website www.nelsoncustomerday.ca has been developed to direct online traffic and communicate the essential information about the event. We have also created a Facebook Page to enhance our digital marketing. All participating businesses will receive a reusable window decal which will be applied prior to and removed after the event.

Each business will have the autonomy to create their own promotion. Keep it simple.

Typical promotions include:

- % discounts either storewide or on specific items
- % of sales donated to a local charity or organization
- Gift with purchase
- In store draws
- Clearance items. Everyone has some older stock they would like to move. Create a section or specific rack to offer great deals



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Each business will be listed on the website mentioning their promotion prior to the Saturday event.

We hope you can be part of this wonderful business and community event and please contact any of us if you have any questions.

Sincerely,

Michael – Baker Street Menswear

Noreen - Cotton Creek Clothing

Laura - Scout

The cost this year is \$99.95 including GST.

Cheques made out to Nelson Chamber of Commerce.

**Please drop the cheques off to Baker Street Menswear
at 571 Baker Street.**

**We would like to have a confirmed number of
participating businesses with ad copy by
Wednesday November 15th.**



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Sign Up Form

Planned Advertising Campaign:

- Nelson Star - Half Page Colour Ads Wed and Friday prior to 25th event
- Pennywise - Half Page on page 3. All Areas
- Online ads in Nelson Daily
- Unique Window Decal
- Promotional Website
- Facebook regional and US based boosted posts & Advertisements
- Nelson Kootenay Lake Tourism promotional partnership

Put balloons in front of your store to identify your business as a participant

Terms of the Agreement:

Price per business - \$99.95 including GST

Make cheques payable to Nelson Chamber of Commerce

Drop Cheques off to Baker Street Menswear at 571 Baker Street

Name of Business: _____

Business Contact: _____

Circle one: Owner | Manager

Business Email: _____

Used only to communicate information about this event

Store's Promotion for Ad Copy:

Please drop cheques off to Baker Street Menswear 571 Baker Street by Wednesday November 15th.