



# Why Participate in Small Business Saturday?

As a small business, it's tough to compete with Black Friday deals. As your Neighborhood Champion, the Watkins Glen Area Chamber of Commerce wants to help you make the most of the holiday shopping season!

Here are a few reasons to join us for Small Business Saturday:

**Chance to Win A Free Membership!**- Businesses who participate in all Small Business Saturday activities and get into the spirit of the event, will have a chance to win a free base membership (\$250)! Details on this contest will be provided at the Kick-Off Party.

**Kick Off Party** - November 13, 2019, 4:00-5:00 pm at 214 N Franklin St, Watkins Glen, NY. The Kick-Off party will feature a potluck dinner. At the party, you'll pick up your marketing materials and products you can give to customer on Small Business Saturday. Come join us for a fun afternoon of food and celebration!

**Shop Small Pledge** - For the second year we are asking the community to take the pledge to Shop Small this holiday season! Encourage your patrons to take the pledge and support our local economy. You'll receive shareable graphics for your social media platforms.

**Extra Promotion** - Small Business Saturday participants will be promoted on the Watkins Glen Area Chamber of Commerce website, social media pages, and window display leading up to the event. The Watkins Glen Area Chamber of Commerce will also be taking out paid advertising to promote the day-of event and all the businesses participating.

**Day-of Activities** - On November 30th, customers will receive papers that show each participating business's promotion! Businesses without a storefront are welcome to set up a pop-up shop in the Watkins Glen Area Chamber of Commerce Visitor Center, where there will be crafts for kids, a welcome station for shoppers, and more!

**24 Days of Shopping Small** - The benefits don't end at closing time on November 30th! Between December 1 and December 24, patrons can use their passport to continue supporting local businesses. Patrons will visit and shop at as many participating businesses as they can during the 24 Days of Shopping Small, and use the discounts offered with the passport. Each discount may only be used once and an employee should mark the passport at check-out. Just another reason for patrons to shop small!



# Small Business Saturday Registration Form



Business Name: \_\_\_\_\_

Business Physical Address: \_\_\_\_\_

Business Contact Name: \_\_\_\_\_

Business Contact Email: \_\_\_\_\_

Business Christmas Wish List Special Promotion of the Day:  
*(You are welcome to run as many promotions you'd like, we will only advertise one.)*

\_\_\_\_\_  
\_\_\_\_\_

Business Hours on Saturday, November 30, 2019: \_\_\_\_\_

Item Donated for Gift Basket: \_\_\_\_\_

Would you like to participate in the "24 days of Shopping Small" promotion? (Dec. 1-24) \_\_\_\_\_ YES \_\_\_\_\_ NO

If yes, please provide the details of your promotion: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Will you require a pop-up shop location at the Visitors Center located at 214 N. Franklin St? \_\_\_\_\_ YES \_\_\_\_\_ NO

Will you be attending the kick-off party on 11/13/19? \_\_\_\_\_ YES \_\_\_\_\_ NO

If yes, what item will you be providing for the potluck dinner? \_\_\_\_\_

\*Please bring a list of ingredients to the event\*

Registration is due to Liz Salamendra, Events Manager, by October 31, 2019.

Forms can be email to [liz@watkinsglenchamber.com](mailto:liz@watkinsglenchamber.com)

or

Dropped off/mailed to the Watkins Glen Area Chamber of Commerce,

214 N. Franklin Street, Watkins Glen, NY.