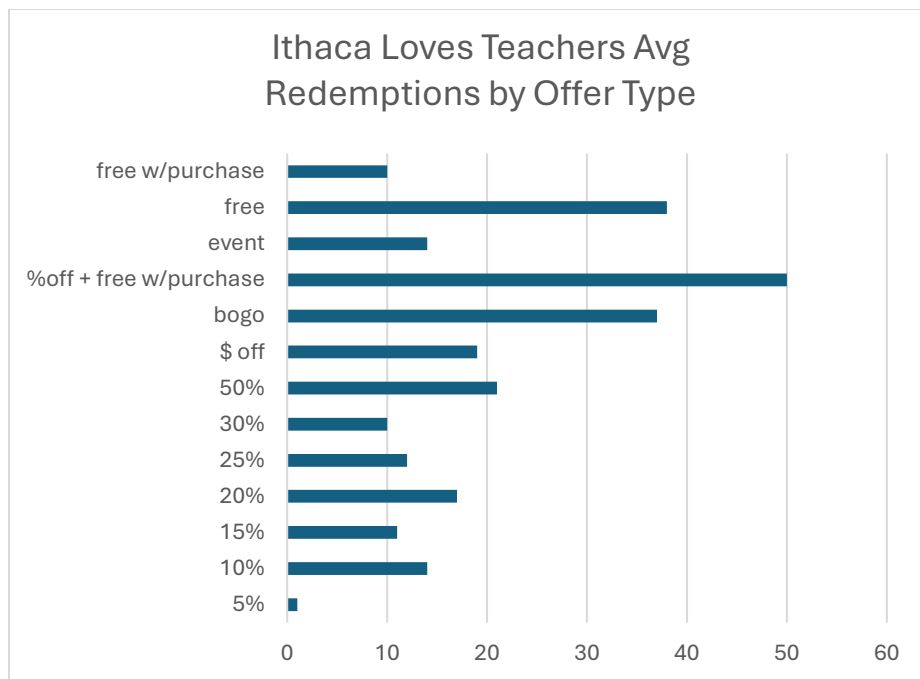


## Small Business Offer Ideas for Ithaca Loves Teachers



2024 digital pass results

### General Offers

- Buy-One-Get-One Free (BOGO)
- Bundle & Save. Offer a discount on bundled items (e.g., “Buy 3, get 20% off”)
- Gift Card Bonus. Buy a gift card, get a bonus card
- Discount Wheel. Customers spin for random discounts or prizes
- Mystery Discount. Shoppers receive a mystery discount at checkout
- VIP Shopping Hours. Early or exclusive access to sales for loyal customers
- Doorbusters. Specific items at deep discounts, limited quantities
- “February Break Discounts”. A new deal each day
- Bring a Friend, Get a Discount. Both receive a discount for shopping together

### Deals for Food & Beverage Businesses

- Free Dessert or Appetizer. With the purchase of a main course
- Happy Hour Pricing All Day. On select items or beverages
- Festive Tasting Event. Offer samples of themed food or drinks
- Seasonal Discounts. Specials on specific menu items
- Free Hot Beverage. With any dine-in order
- Take-Home Gift. Free cookie, candy, or small treat for customers

## **Retail Ideas**

- Limited-edition or themed products
- Buy Two, Gift One Free. Buy two items, get a third item free as a gift
- In-Store Scavenger Hunt. Customers find items for a prize or discount

## **Service Businesses**

- Package Deals. Buy a bundle of services for a reduced rate
- Gift Card Upsell. Buy a \$50 card, get a \$10 bonus or add-on service
- Charity Tie-In. Donate a percentage of proceeds to a teacher-themed local cause
- Makeover or Refresh Special. Discounted makeover or touch-up services

## **Events & Experiences**

- Workshop or Class. Festive-themed class for a reduced price
- Special Guest Events. Host an artist, author, or expert for a teacher-themed talk
- Kids' Craft Corner. Host a free activity for families. The take-home craft may also make a nice gift
- Charity Partnership. Host an event where proceeds benefit a local teacher-themed charity.
- Wine and Food Pairing
- Cooking, dessert-making class
- Food tastings

## **Health & Wellness**

- Recharge Package. Discount on massages or relaxation treatments
- Discounted Wellness Bundles. Package deals on relaxation treatments
- Bring a Friend for Free. Allows clients to share their favorite class or service

## **Other Creative Holiday Offers**

- Scratch-Off Cards. Give out cards for discounts or prizes on future purchases
- Gift with Purchase Threshold. Spend over a certain amount, receive a free gift or discount for a future sale day
- Membership Specials. Discounts on memberships purchased during Ithaca Loves Teachers
- Spend More, Save More. Tiered discounts based on amount spent
- Free Item Personalization. Add-ons like engraving or custom printing
- Bundle for a Cause. Purchase a bundle, and part of the proceeds goes to charity
- Limited-Edition Gift Sets. Curated sets or packages
- Complimentary Beverage. Offer hot cocoa or cider for shoppers
- Daily Door Prize Drawings. Customers enter a raffle with each purchase

Adapted from this [Giant List of Small Business Offers for the Holidays](#)