




Winter Windfall Shop Local & Win!


JACKSON HOLE
CHAMBER
OF COMMERCE
RIDE FOR THE BRAND

November 29th - December 18th

Celebrate our unique shopping experience

*** 2018 Metrics – 20 Businesses Participated / 19 returning**

*** A minimum of 1.2 Million Dollars in spending was tracked**

*** Over 64,000 tickets were filled out**

- Incentivize locals to invest more of holiday shopping at home with the “Windfall” incentive.**

- 1st Prize - \$2000 Shopping Cash**

- 2nd Prize - \$1000 Shopping Cash**

- 3rd Prize - \$500 Shopping Cash**

- Employee incentives involved**

All prize monies to be paid through the Chamber of Commerce

Create a Holiday Atmosphere that matches our home.

Where do these programs come from?

Helping businesses leverage their marketing dollar. Small businesses 5 staff and under average 4000 dollars per year marketing spend. 400 dollars invested in this program has an incredible ROI. (see the sign up sheet)

Membership surveys and conversations for 9 years have asked us to put together programs during this period.

Business Development Committee – Made up of volunteer members who are business owners and leaders. We research programs that work and make statistical and data driven decisions.

One of our objectives as a Chamber of Commerce to help improve the business climate during the most challenging times of the year.



Details – Raffle Tickets / Bins

- 1 ticket for visiting the store
- 1 ticket per purchase & every 100 dollars spent
- Customer simply fills info out drops them in any bin – numbers are assigned to stores



Details – Return on Investment

- For 400 dollars / less than one 1/3 pg placement Ad
- 4 weeks of Radio / Social & Print Exposure / min 15 placements – additional marketing collateral
- Customers seek your business out for multiple visits many who may not have ever been to you



Outreach and Messaging

- Wrapped Raffle Bins – 1 per store
- Raffle tickets are numbered
- Posters / Rack Cards
- Marketing - Print / Online / Social
Radio Beginning November 18



What are the requirements to participate?

- Chamber of Commerce Membership Required
- No Hourly Requirements – You will get customers if you are open
- \$400 Investment per business – All money collected will be used for advertising and prizes.
- Must sign up before November 7th



- How to sign up – rick@jacksonholechamber.com
- Must be signed up by November 7th
- WW Collateral will be delivered by November 26th
- “Winter Windfall” \$400
- WW / Money Back Guarantee!!!! If you sign up today.



Thank you for all you do!