



BY



Participate in Small Business Saturday!



As a small business, it can be a challenge to compete with Black Friday deals. As your "Shop local" Neighborhood Champion, the Watkins Glen Area Chamber of Commerce wants to help you make the most of the holiday shopping season for locals and visitors alike. Let's support small and local business together!

Registration and Fees: This program is available for any business interested in participating, regardless of membership status. WGACC members may participate complimentary, while the fee for non-members is \$50. Completed registration forms are due not later than Friday, October 29, 2021. If payment is required, you may pay via check or credit card (we have Square now!). Checks can be made out to WGACC.

Name on Card: _____ Card Number: _____

Exp. Date: _____ Security Code: _____ Billing Zip Code: _____

Authorization Signature: _____ Date: _____

Packet Pick-Up: We will have your Small Business Saturday packets from American Express available for you to pick up at the Chamber from November 15 through November 23 (during business hours, 9-5pm).

Kick Off Party - The Kick Off Party will take place on Friday, November 19 from 4:00 to 6:30pm at the new Seneca Lake Events Center in Clute Park. This is a perfect time to pick up your Small Business Saturday packets from American Express and enjoy a free skate on the new ice rink. Sips and treats will be served.

Shop Small Pledge - For the third year we are asking the community to take the pledge to Shop Small business 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 WGACC website, social media pages, and window display leading up to the event. The WGACC will also be taking out paid advertising to promote the day-of event and all the businesses participating. We are working with Chamber partner, Seven Mountains Media. If you'd like specific information regarding the promotion of the event, please reach out!

Day-of Activities - On November 27, customers will receive passports that show each participating business' promotion! Businesses without a storefront are welcome to request a pop-up shop in the WGACC on a first come, first served basis, where there will crafts for kids, a welcome station for shoppers, and more!

28 Days of Shopping Small - The benefits don't end at closing time on November 27! Between November 28 and December 24, patrons can use their passport to continue supporting local businesses. Patrons are encouraged to visit and shop at as many participating businesses as they can during the 28 Days of Shopping Small, and use the discounts offer 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 and enjoy all the Holiday Happenings and Winter Traditions in Schuyler County!



Small Business Saturday Registration Form



Business Name: _____

Business Physical Address: _____

Primary Contact Name: _____

Primary Contact Email: _____

Business Phone: _____ Business Website: _____

Small Business Saturday Promotion:

(You are welcome to run as many promotions you'd like, we will only advertise one.)

Business hours on Saturday, November 27, 2021: _____

*Item donated for gift basket (\$25 minimum value): _____

**All participants must offer an item(s) or gift card*

Would you like to participate in the "28 days of Shopping Small" promotion? (Nov. 28 - Dec. 24):
If yes, please provide the details of your promotion: YES NO

Are you interested in hosting a pop-up shop at the Chamber on Small Business Saturday?
If yes, a WGACC team member will reach out. YES NO

Registration is due to Abby Lane, Events & Membership Engagement Manager, by Friday October 29, 2021.

Forms can be emailed to Abby@WatkinsGlenChamber.com

OR

Dropped off/mailed to the Watkins Glen Area Chamber of Commerce,
214 N. Franklin Street, Watkins Glen, NY 14891



Be sure to include this event in all your social, digital, and print media! #shopsmall

