



Small Business Saturday 2016

Small Business Participation



PROMOTE THE SHOPPER CONTEST

and learn how you can generate more foot traffic to your business

Small Business Saturday

November 26, 2016
(the Saturday after Thanksgiving Day)

Registered small businesses are automatically entered into this contest:

REGISTERED RETAILER PRIZE

\$1,000
AMERICAN EXPRESS
GIFT CARD

SPONSORED BY



Program Organized by Oakland County's
One Stop Shop Business Center

The Role of Small Businesses

Small Business Owners — Maximize your visibility and attract more shoppers on Small Business Saturday, Nov. 26

Register your business by November 15 to increase your exposure with a listing in the Shopper Directory

- Consider adding a **special shopper incentive** to your listing
- Businesses who register are automatically entered to win a \$1,000 American Express Gift Card, sponsored by CEED Lending

Download your Digital Promotion Tool Kit, which includes:

- A poster promoting the contest
- A flyer instructing your customers how to enter the contest
- Social media ideas

For this contest, a small business is defined as an independently owned and operated, legal, brick and mortar business in Oakland County.

Your Local Partner

SHOP SMALL

Small Business Saturday 2016

November 26



SHOPPER CONTEST — HIGHLIGHTS —

Shopper Contest

Prizes

1st - \$5,000

2nd - \$2,000

3rd - \$500
Voucher for Travel on
Southwest Airlines

Sponsors



Started by American Express in 2010, Small Business Saturday is a national celebration and part of its Shop Small campaign focused on America's small businesses. Small Business Saturday is held the Saturday after Thanksgiving each year.

“ This first-time, county-wide shopper contest was developed to support our local small businesses and downtowns to kick start the holiday shopping season.”

It's Easy for Your Customers to Enter

What they need to do:

- Make a purchase (any amount) at an Oakland County small business on Saturday, Nov. 26, 2016 and SAVE THE RECEIPT!
- Text **Shop2016** to **41411** to receive a link to register and upload a picture of their receipt.

Note: visit AdvantageOakland.com/ShopSmall for other entry options.

What they need to know:

- The more receipts entered, the better the odds of winning
- All entries, of Nov. 26 receipts, must be received by 4:30 PM on Dec. 2, 2016
- Only one entry per receipt
- Visit AdvantageOakland.com/ShopSmall for a list of registered* retailers/small businesses, special incentives and full contest rules and eligibility

*Any small business in Oakland County can sell a winning receipt, regardless of registration status

Full contest rules and more details are available at:
AdvantageOakland.com/ShopSmall

