



**SHOP HERE**

**NOVEMBER  
30TH**

# ON SMALL BUSINESS SATURDAY

THE CITY OF FORT LUPTON & THE FORT LUPTON CHAMBER OF COMMERCE INVITE YOU TO #SHOPSMALL THIS HOLIDAY SEASON AND JOIN US ON NOVEMBER 30TH TO CELEBRATE OUR SMALL BUSINESSES!

#SHOPSMALL



# Fort Lupton

## SMALL BUSINESS SATURDAY

### DEAR FORT LUPTON BUSINESS OWNER,

Small Business Saturday, November 30, 2019, is a nationwide movement to celebrate small businesses everyday and to help communities thrive. Our goal is to boost business for you and educate and encourage shoppers to purchase their goods and services locally by offering a "passport" for consumers to have stamped or signed by businesses. This passport will encourage shoppers to visit stores around Fort Lupton. Once consumers have their passport stamped they will drop those off to be entered into a drawing. We will draw for three winners. The event's grand prize is a \$200 gift card and the 2nd and 3rd place will receive a prize basket of local donations.

#### How can your business benefit?

- Boost business on a slower day of the year.
- This fun event encourages consumers to stay in Fort Lupton and explore local places of business.
- Build relationships with consumers.

#### How do I participate?

- Have your business open on Saturday, November 30th.
- Register online at [www.fortluptonco.gov/smallbusinesssaturday](http://www.fortluptonco.gov/smallbusinesssaturday) by November 1, 2019.
- Be willing to stamp or initial a "passport" for shoppers even if they do not make a purchase.
- Display the Small Business Saturday poster (provided on the reverse side of this letter) so that it is visible from outside your business or you can easily create a personalized poster at <http://amex.co/2yv35QY>.
- Create a discount or small freebie to customers that visit you during the event. This could be a percent off goods/services, free good/service with a purchase, samples, goodie bags, etc.
- Donate a good or service valued at \$25 or more for the prize baskets.

#### Benefits of registration:

- Participating businesses will be recognized on city and chamber websites, social media, in the passport and within a mailer being sent to residents of Fort Lupton and surrounding cities and towns.
- Opportunity to create traffic, however this is not guaranteed.
- The event will be advertised within Fort Lupton Press.
- Business will be promoted at prominent local facilities: Recreation Center, City Hall, Chamber, Library, etc.

**We are excited to bring this successful event back to Fort Lupton for the third year! Please consider participating and let us know if you have any questions by emailing [askus@fortluptonco.gov](mailto:askus@fortluptonco.gov) or [fortluptonchamber@gmail.com](mailto:fortluptonchamber@gmail.com).**

