

SHOW LOCAL LOVE

is a community based initiative brought to you by the Economic Action Plan (EAP). The goal of this campaign is to showcase, support and promote local businesses such as restaurants, shops and artisans across every industry in the Creston Valley-Kootenay Lake region. Our hope is to grow together as a community by showing local love for the people and businesses that make this community our home. This campaign is running from _____ to _____.



HOW TO JOIN OUR CAMPAIGN

In order to be part of our *Show Local Love* Campaign we require the following from business owners:

1. You must be a business owner in the Creston Valley-Kootenay Lake Region
2. You must offer a prize valued at \$50 or more (in-store credit)
3. Your business must be on at least 1 social media platform (Facebook, Twitter and/or Instagram)
4. You must agree to let us use your social media and website content (photos & information) to promote your business content across our social media channels
5. You must agree to promote our Show Local Love Campaign on your social channel(s) and in your store window (we will provide you with a promo flyer)

#ShowLocalLoveBC





HOW OUR CAMPAIGN WORKS

1. Businesses sign up to become part of our *Show Local Love* Campaign online at www.economicaction.ca
 2. We will provide you with promotional material to share across your social networks as well as a promotional poster to hang in your store window. This will let local residents know you are part of our campaign.
 3. While customers shop in your store, you can encourage them to do the following after making a purchase: Take a photo of the item(s) they purchased and ask them to post it to their social media (Facebook, Twitter, and/or Instagram) using the hashtag #ShowLocalLoveBC along with the name of your store in their post caption to be entered into a draw to win a weekly prize from a local shop. Weekly prize winners will be announced on the radio and on our social media channels.
 4. We will notify you when someone wins your prize and the winner will visit your business to claim a gift card or in-store credit.
 5. At the end of the campaign we will calculate which store has received the most hashtags on social media to determine who received the most local love from residents. The business who wins is awarded a Grand Prize.
 6. We will also award the Grand Prize winner by personally purchasing \$500 worth of products and/or services which will then be shared with the Creston Valley-Kootenay Lake community.
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REASONS FOR BUSINESS OWNERS TO JOIN OUR CAMPAIGN

1. Region-wide online promotion to Creston Valley-Kootenay Lake local residents
2. Free business promotion across the EAP and Creston Valley social media channels
3. A chance to win a Grand Prize at the end of the campaign - the business who has the most photos tagged on social media by the end of the campaign wins the first annual Show Local Love Award
4. The EAP will purchase \$500 worth of the Grand Prize winner's products and/or services to give away to the community.