



BACK BY POPULAR DEMAND!

ShopTheJunction2Win Contest is launching again on November 26 as part of our Window Wonderland exhibition!

The enclosed marketing materials have been carefully designed by your BIA to encourage the surrounding community to **shop more** and **spend more** at your business during the next 5 weeks. It's up to you now to display them and train your staff to make the most of this opportunity.

If you missed the email explaining HOW THIS CONTEST WORKS, just flip this page for more information.

YOUR MARKETING TOOLKIT



Flyers • attach them to EVERY receipt whether people are shopping or dining in store or taking out. **RESTAURANTS:** These are especially important to include when you are sending food out through 3rd party delivery apps to people who live outside your community as they might not otherwise find out about this contest.

These flyers will make customers more likely to order from you again!



Tent Card • if you've received a tent card as well, please display it prominently at your point of sale with the contest logo facing your customers. The front is a reminder for clients to ask for their receipt. The back is for your staff to have easy access to important contest details, like the draw dates and how to enter.

HOW THIS CONTEST WORKS

November 26 - January 2, 2022

Every Tuesday for five weeks someone will win \$1,000 for shopping locally: \$500 to keep and \$500 to share with a local business - that could be yours!

Also, on January 4th one lucky local shopper will also win \$1,500!

This contest is a powerful and proven tool that gets the surrounding community to **shop more often** and **spend more** at local businesses.

1. As a member of The Junction BIA, you are **automatically included** in this promotion without needing to do anything at all. However, there is a lot you CAN do to help ensure its success and boost your sales - **see #5 below**.
2. In order to enter the promotion, customers simply upload receipts for any purchase of \$25 or more (including taxes but not delivery fees or tips) on the contest website - check it out for yourself at **www.shopthejunction2win.com**. These receipts can be from any restaurant, retail or service establishment in the Junction.
3. One winner will be chosen for the grand prize from among all those who entered the contest a minimum of 3 out of the 5 weeks.
4. **Unlimited receipts may be uploaded weekly**. However:
 - a. **Only one entry per business DAILY** will be counted as a ballot so that people don't create additional stress on businesses by asking that larger purchases be split into multiple smaller receipts. People **can enter an unlimited number of times daily** as long as the receipts are from different businesses.
 - b. Business owners (and their staff) are able to participate by shopping at **other retailers** but cannot win with a purchase at their own establishment.
5. Here's how you can get the **most from this contest**:
 - a. **Display** marketing collateral prominently.
 - b. **Talk** to your customers about it - thank them for their loyalty and patronage with this chance to win \$500 weekly. It builds goodwill for your business every time they enter!
 - c. **Promote** the contest with a "Shop2Win special" or a package of \$25 or more if your customers don't naturally tend to spend that much. And train your staff to upsell customers when they are close but not quite at \$25. If you do create a \$25 contest special offer, please let your coordinator know so that it can be featured on social media!
 - d. **Remind** clients by adding info about the contest to your POS system and/or your digital email signature for all correspondence.
 - e. **Tag** the contest in all of your social posts, remind people about it often and use the hashtag **#ShopTheJunction2Win**.
 - f. **Get Social** - follow the BIA on social and Like, Comment and Share as much as possible to bump these posts so that they are seen by more people.



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If you need more flyers or to replace any marketing materials please contact Matt at operations@torontojunction.ca or at 647-769-1985 (mobile).