

# Buy BROKEN ARROW

**November 1, 2021 - December 15, 2021**

Buy Broken Arrow is an affordable, fun way to market your business during the holiday season. The campaign is designed to encourage Broken Arrow residents to shop local and to educate people outside of Broken Arrow on all the great retail we have to offer. A total of \$16,000 will be awarded to Broken Arrow shoppers during the campaign. The merchants involved in Buy Broken Arrow will be part of a \$10,000 plus advertising campaign which includes social media, radio, television, web and print.



#### **Benefits to participating merchants:**

- Exclusively featured in at least one social media post on the Buy BA Facebook page
- Logo displayed for 1 week alongside other merchants on the BA Chamber's billboard on the Broken Arrow Expressway
- A Chamber Ambassador will visit the merchant during the campaign to "check-in" and post about the merchant from the Ambassador's personal social media page

#### **Weekly Cash Prizes**

During the campaign, shoppers will be encouraged to tag participating merchants social media pages and use the hashtag #BuyBA in their post. 4 weekly drawings will be held during the campaign, each for a \$250 cash prize. A ticket handed out from the small business (25 employees or less) with the most Facebook tags as of the drawing date will be randomly selected for each \$250 prize.

**Deadline to register as a merchant is October 15, 2021**

**MATTRESSFIRM®**

**BROKEN ARROW**  
CHAMBER of COMMERCE

**For questions or to sign up:**

Contact us at 918-893-2100 or email [Scott.Tomlinson@BACHamber.com](mailto:Scott.Tomlinson@BACHamber.com)

# Holiday SHOPPING PROGRAM

## Important Dates:

Monday, November 1, 2021 - Program kick-off

Sunday, December 12, 2021 - Program ends

Monday, December 13 & Tuesday December 14, 2021 - Staff will call for remaining numbers

Wednesday, December 15, 2021 - Drawing at MatressFirm BA at 3pm

## Rules and Guidelines

- One ticket for each potential customer entering the store (no purchase necessary)
- One ticket for every \$10 in purchases

For example:

0-\$9.99 = 1 ticket

\$10.00-\$19.99 = 2 tickets

\$20.00-\$29.99 = 3 tickets

A maximum of 100 tickets per purchase

- Merchants should mark customers' sales receipts so they cannot be used for more tickets
- Persons must be at least 18 years of age to participate and win
- Government or school district purchases will not be eligible for drawings
- Participating businesses (owners, employees and their immediate family members) are not eligible to claim winning tickets from their own business or store. However, they may participate at other merchants
- You do not have to be present to win at the drawing on December 15th

## Winning Ticket

The winning ticket holder will have one (1) business day to claim the money, in person, at the BA Chamber offices. If not claimed, the second numbers will be drawn on December 16th at 3:00pm. The drawing dates will continue one per day at 3:00pm until a winner comes forward through December 23rd at 3:00pm. If no one claims before Christmas the next drawings will happen on January 3rd and continue until claimed. Please note: The Chamber office will be closed on December 24th through January 2nd and will reopen at 8:30am on January 3rd, 2022.

Once the winning ticket numbers are announced, they will be posted:

- At MatressFirm BA
- On your local news
- On the BA Chamber website ([bachamber.com](http://bachamber.com))
- On the Buy Broken Arrow Facebook page ([Facebook.com/BuyBrokenArrow](https://www.facebook.com/BuyBrokenArrow))
- On the Broken Arrow Chamber Facebook page ([Facebook.com/BrokenArrowChamberandEDC](https://www.facebook.com/BrokenArrowChamberandEDC))



## 2021 Participating Merchant Form

Company: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

Billing Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

# of full time employees: \_\_\_\_\_

Name (exactly as you would like it to appear in publicity): \_\_\_\_\_

Address (exactly as you would like it to appear in publicity): \_\_\_\_\_

### Approvals/Confirmations

Company Representative Signature: \_\_\_\_\_

Chamber Representative Signature: \_\_\_\_\_

**REGISTRATION FORM, MERCHANT AGREEMENT & PAYMENT MUST BE RECEIVED BY  
OCTOBER 16, 2021 FOR YOUR NAME TO BE INCLUDED IN ADVERTISING!**

Registration Fee (please circle all that apply to you)

\$300 BA Chamber Members

\$400 Non-members

# of additional rolls: \_\_\_\_\_ (two rolls of 1,000 tickets are included with your registration)

**Cost for additional rolls: 1-10 - \$20 ea. / 11-50 - \$15 ea. / 51+ - \$10 ea.**

Name on Credit Card: \_\_\_\_\_ Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Please return this form to:

Scott Tomlinson - Broken Arrow Chamber of Commerce

210 N. Main St., Suite C, Broken Arrow, OK 74012

Phone: 918-893-2100 | [Scott.Tomlinson@BAChamber.com](mailto:Scott.Tomlinson@BAChamber.com)



# 2021 Participating Merchant Agreement

As a participating merchant in the 2021 Buy Broken Arrow Campaign, I agree to the following terms and conditions. Failure to adhere to these policies may result in the termination of your business from the program and ineligibility for future years.

1. You must participate for the entire duration of the program
2. You must begin distributing tickets on November 1, 2021
3. You must end distribution of tickets at the close of your business on Sunday, December 12, 2021
4. Tickets must be given out during normal business hours and not just during specific times and days
5. If you run out of tickets, you must purchase additional tickets at the Broken Arrow Chamber of Commerce for an additional charge. Tickets must be distributed until the end of the program on December 12, 2021.
6. You are not allowed to “suspend” ticket distribution for any reason during the program

## Ticket Distribution Requirements:

- Each customer gets one free ticket for entering the business
- Each customer gets additional tickets based on purchases:

0-\$9.99 = 1 ticket

\$10.00-\$19.99 = 2 tickets

\$20.00-\$29.99 = 3 tickets

A maximum of 100 tickets per purchase

- Merchant should mark sales receipts so they may not be used to obtain duplicate tickets
- Persons must be at least 18 years of age to win
- Government or School District purchases are not eligible to win
- Participating businesses (owners, employees and their immediate family members) are not eligible to win on tickets from their own business or store. However, they may participate at other merchants.
- A record of ticket serial numbers is kept on file at the Chamber of Commerce

I, \_\_\_\_\_, as a representative of \_\_\_\_\_, agree to the rules and regulations outlined above and understand that my participation may be terminated immediately if my business violates said rules and regulations.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**MATTRESS FIRM**

**BROKEN ARROW**  
CHAMBER of COMMERCE