

Buy BROKEN ARROW

October 27, 2023 - December 11, 2023

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+ advertising campaign which includes social media, radio, web, and print.

Additional 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
- Promotional printed pieces to display in business
- Digital marketing package to utilize on your website and social media
- Chamber staff will randomly select two businesses each week and visit location to hand out 'Buy Broken Arrow Benjamins' to unsuspecting shoppers and post to social media

Deadline to register as a merchant is October 2, 2023

MATTRESSFIRM

BROKEN ARROW
CHAMBER of COMMERCE

For questions or to sign up:

Contact us at 918-893-2100 or email Scott.Tomlinson@BACHamber.com

Holiday SHOPPING PROGRAM

Important Dates:

Friday, October 27, 2023 - Program kick-off

Saturday, November 25, 2023 - Small Biz Saturday live radion remote in Rose District - Chamber staff will be visiting participating merchants throughout the community

Monday, December 11, 2023 - Program ends

Tuesday - Wednesday, December 12-13, 2023 - Staff will call for remaining numbers

Thursday, December 14, 2023 - The drawing event will be hosted at MatressFirm BA T 3 p.m.

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 ticketsA 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 14th, however, the timeframe to claim will be shortened greatly compared to previous years. Please see below.

Winning Ticket

THIS YEARS DRAWING WILL BE DIFFERENT. We will draw the first round of winning tickets during the live drawing at Matress Firm on Thursday, December 14, at 3 p.m. If not claimed during the live drawing on December 14th, additional numbers will be drawn starting on December 15th at 9 a.m. and be drawn every business day at 9 a.m. & 1:30 p.m. until all prizes are claimed through December 22nd at 6 p.m. If no one claims before Christmas the next drawings will happen on January 2nd and continue until claimed as stated above. Please note: The Chamber office will be closed from December 25th through January 1st and will reopen at 8:30 a.m. on January 2nd, 2024.

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)
- 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))



2023 Participating Merchant Form & Agreement

To register for the 2023 Buy Broken Arrow Campaign, please click the link and fill out the form.

<https://forms.office.com/r/iq0i4mXQwv>

As a participating merchant in the 2023 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 October 27, 2023
3. You must end distribution of tickets at the close of your business on Monday, December 11, 2023
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 11, 2023.**
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 ticketsA 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