

#SHOPSMALL *Week*

Saturday, November 29th - Saturday, December 6th

#ShopSmall Week and **Small Business Saturday** promote shopping at locally-owned businesses in Skowhegan by offering various incentives to participants. Learn more at MainStreetSkowhegan.org

Event Impact

- Participating businesses regularly enjoy their best sales day of the year (sometimes best sales day EVER!) on Small Business Saturday
- Bring shoppers to Skowhegan who stay for several hours and spend money at multiple businesses
- Opportunity to attract new shoppers with minimal marketing spend
- multiple advertising channels to extent marketing messages

Target Demographic

Local shoppers who may have never been to your business—and will likely come

Sponsorship Opportunities

#ShopSmall Week Sponsor - \$1,000 *[First right of refusal to 2024 sponsor]*

- Logo on front 600 printed passports for distribution to shoppers before and during #ShopSmall Week
- Named as sponsor in radio ads before and during #ShopSmall Week
- Named as sponsor in Facebook event
- 2 boosted Facebook post from MSS account, 2 Facebook post from Center for Entrepreneurship Facebook page
- Logo (linked) on the event page
- Logo on event emails (min. 2) sent to MSS list serve (3,000+ subscribers)
- Named as sponsor in press release to the media

#ShopSmall Week Social Media Sponsor - \$500 *[Unlimited]*

- 2 exclusive Facebook posts on both the MSS Facebook page and Skowhegan Center for Entrepreneurship Facebook page, 2 exclusive story posts on the VisitSkowhegan and Center for Entrepreneurship Instagram accounts
- Logo on back of 600 printed passports for distribution to shoppers before and during #ShopSmall week
- Logo (linked) on the event webpage
- Named as sponsor in radio ads before and during #ShopSmall week
- Named as sponsor on event emails (min. 2) sent to MSS list serve (3,000+ subscribers)

#ShopSmall Week Business Profile Sponsor - \$150 *[Unlimited]*

- Named as a sponsor in a Facebook "Business Profile" post on the Skowhegan Center for Entrepreneurship's Facebook and Instagram accounts and shared to the MSS Facebook page
- Logo (linked) on the event webpage
- Named as sponsor on event emails (min. 2) sent to MSS list serve (3,000+ subscribers)