



## PROMOTE YOUR BUSINESS & HILLCREST THIS SEASON

Let's bring in customers to SHOP Hillcrest for the Holidays! We're asking San Diego to support 'local' by shopping Hillcrest for the holidays and we're giving them a major incentive – the more they shop Hillcrest, the more chances they have, to win a Fabulous Hillcrest shopping spree valid for 2019 and beyond. When you participate, you help your business and Hillcrest. It's simple!

### HOW IT WORKS!

1. As soon as possible -- fill out the second page of this document and follow the instructions.
2. Donate gift certificates from your business that will (along with dozens of other Hillcrest businesses) make up the Hillcrest shopping spree. A typical donation includes one \$100 gift certificate and two \$25 gift certificates (but please give as much or as little as you can).
3. Provide 200 promotional items, coupons, discounts, flyers, postcards or brochures for our Small Business Saturday Welcome Station gift bags.
4. Soon after you've signed up – ON THE WEEK OF NOVEMBER 20th, we'll visit your store with a promotional package which will include informational items and:
  - Your "Shop Here" poster
  - 200+ Shop Hillcrest raffle tickets
  - An additional 200 gift bags will be dispersed among all participating businesses to hand out to guests as a perk. These gift bags will be yours to fill and disperse as you wish.
5. From November 24 to December 24 give away your Shop Hillcrest raffle tickets at your discretion (we suggest 1 ticket per customer who spends over "x" amount). After the 24<sup>th</sup>, feel free to give away your additional gift bags.
6. We'll direct customers to your business by campaigning San Diego to "Shop Hillcrest for the Holidays":
  - with over 72 large street light banners throughout Hillcrest
  - through local news media and designated Hillcrest pages in print publications
  - through all online networking sites and media partners
  - alongside all media and promotions coverage associated with "Taste'n'Tinis" (a Holiday celebration of retail shopping, martini sipping and free restaurant tastes on Thursday, December 12).
7. Your business and logo will be listed on our website and your business name will be listed in all major promotional posters distributed throughout Hillcrest.
8. We'll pick up your raffle tickets after the holiday season or you can drop them off at our office.
9. The raffle winner will be drawn and the winner will be announced in the San Diego Uptown News paper in the New Year. Your business will be featured in the paper if the winning raffle was submitted in your business.

PLEASE NOTE: Aside from your gift certificate donation, there is no cost to you. We appreciate you tagging and promoting SHOP Hillcrest for the Holidays on your social networking sites and email communications. We will send you a promo-kit electronically!



Hillcrest Business Association | 3737 Fifth Ave Ste 205  
San Diego, CA 92103 | p: 619.299.3330 | Questions?  
Please contact: Jonathan@hillcrestbia.org



### PARTICIPATION FORM

If you are interested in participating in SHOP Hillcrest for the Holidays, please fill out this form and e-mail it back with your logo to [Jonathan@hillcrestbia.org](mailto:Jonathan@hillcrestbia.org).

We will contact you with your promotional materials, including raffle tickets, signage, and boutique bags the week of November 20th.

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**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

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

**Best PHONE number to reach you:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Best time of day to reach you:** \_\_\_\_\_

**Description of gift certificates being donated:** \_\_\_\_\_

**Check the offer options below:**

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- Yes, I would also like to be a part of the Small Business Saturday Welcome Station on November 24<sup>th</sup> 2019, and will provide 200 promotional items, cards, or flyers for the gift bags!
- Yes, if news media opportunities arise for "SHOP Hillcrest for the Holidays" I want to be considered as a guest on camera (First come first serve basis)!
- Yes, please have media representatives contact me about participating in the cooperative Hillcrest page for "SHOP Hillcrest for the Holidays"!



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