

APPENDIX B

Shop Kingsville 2 Win Promotion

Kingsville Business Improvement Area (BIA)

Promotion Details

- Promotion Name: Shop Kingsville 2 Win
- Organized By: Kingsville BIA & Shop Local 2 Win (<https://www.shoplocal2win.com/>)
- Duration: May 5th, 2025 – June 15th, 2025
- Participation Criteria: Purchase \$10+ and upload a receipt or submit a Google review to enter.
- Draw Dates: May 13th, 20th, 27th, June 3rd, 10th & 17th with an additional grand finally draw on the 17th as well.
- For 6 weeks the customer wins \$500 & the business wins \$500. The grand prize is drawn on the same day as the last regular draw with \$1,500 going to the customer only.

Expenses

Description	Amount
Promotion Cost	\$13,800
Prize Package	\$7,500
Print Cost	\$2,000* Anticipated Cost
Sponsor Integration	\$450
Additional Promotional Videos	\$800*4 videos at \$200 each
TOTAL COST	\$24,550 +TAX

*NOTE: We will be seeking sponsors for the Prize Package, print costs and potentially the Sponsor Integration cost. Videos may not be purchased or some may be purchased.

Terms and Conditions

- A 50% deposit is required to begin the creation of the promotion.
- Receipts must be dated within the promotion period.
- Only receipts from participating Kingsville BIA stores are eligible.
- Purchase must be for \$10 plus.
- The winners will be notified via the contact information provided.
- Google reviews qualify for a free entry.
- The contest runs Monday to Sunday.
- All legal guidelines are provided by Shop Local 2 Win.
- Shop Local 2 Win provides all collateral designs including social media.

Contact Information

- Address: Kingsville BIA, [Insert Address]
- Phone: [Insert Phone Number]
- Email: [Insert Email]

Project Management including:

- Development of Contest Architecture
- Legally Reviewed Contest Rules
- Contest Website Design + 7-weeks of maintenance
- URL and QR code registration
- Customer Service & Tech Support
- Weekly Winner Draws & Fulfillment Packages
- Weekly Business Dashboard Review
- A Social Media Playbook with sample graphics, copy and a typical deployment schedule
- 1 Participant and 1 Member Survey
- Final Report and Presentation to the board if required, clearly demonstrating return on investment as well as key performance indicators for benchmarking.

Design of Print and Digital Collateral including:

- Poster & Rollout Letter (100)
- Flyers (20,000)
- Tent Cards (50)
- Novelty Cheque for weekly photo op (1)
- Member Engagement: 1 Explainer Video, 3 Rollout Emails, 1 mid-campaign Update Email
- Participant Engagement: Weekly email to participants featuring winner photos and linked to winning business + community news if supplied by client

Performance Targets and Estimated Impacts

1. Minimum 60% of participants report that they shopped more at local businesses and/or tried new places in the community
2. Minimum 60% of participants report a lasting impact on their local shopping behaviour for one of these three reasons:
 - a. The contest inspired them to think about where they could get something locally first
 - b. The contest increased their awareness of the importance of supporting local businesses
 - c. They got to know business owners better because of the contest
3. A minimum of 300 Opt-ins to hear directly from Kingsville
4. New social followers (Facebook and Instagram)
5. New and positive online reviews for members businesses