

Small Business Saturday

Saturday, Nov. 26

Small Business Saturday® is a day dedicated to supporting small businesses on one of the busiest shopping weekends of the year.

On November 26, millions of Americans will shop small at their favorite local stores and help fuel the economy. When they all shop small, it will be huge.

How can you get your small business involved?

Let the Chamber help you!



PROMOTE YOUR BUSINESS

- Get In-Store Signage - Create a variety of signage to raise awareness and attract customers on the big day.
- FREE LOCAL CHAMBER AD - contact the Chamber Office by Nov.15 to be included in a special **Small Business Saturday** section in the next two Chamber Newsletters, posted on the Chamber Facebook page, and printed on flyer that will be posted around town on November 16. **It's a FREE advertising opportunity to you, our members.** Include any special offers or gift giving ideas. Limit 30 words. Business Name only, sorry, no logos. **Space is limited**, so reserve your space today.

CREATE AN OFFER

Creating a special offer - a coupon, free gift wrapping, or other special promotion - entices customers to take advantage of a special deal only available on that special day.

RALLY YOUR CUSTOMERS

- Use Your Mailing List - Use your mail / email list, facebook page, etc., to let your customers know about the special day. Encourage them to "share" with their friends!
- Get Ready for Excellent Customer Service - "Wow" them on that day, so they'll be sure to come back. Make it a special shopping experience.

FREE

Social Media Workshop

Friday, Nov. 18 Noon-2:30 pm

Heritage Oaks Memorial Chapel and Event Center

6920 Destiny Dr., Rocklin 95677

- * Best practices and strategies for getting the most of your social media activities
- * How to incorporate social media into your business life without lowering productivity
- * Connecting with customers; building relationships and loyalty
- * How to use these low cost tools to gain visibility and drive sales and response
- * Discussion of various outlets, how to integrate effectively and select which one(s) are best for your business/organization

*For more information and to reserve your seat today:

Go to <http://www.thepersonalassistant.com/news.html>

(Seating is limited)



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BETTER HOMES AND GARDENS REAL ESTATE

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SLED DOG WINTER CLASSIC MARCH 10 - 11, 2012

Sponsor Opportunities

Chamber Members: Spotlight your business to the many visitors who will converge on the Foresthill Divide to attend the Sled Dog Races on March 10th and 11th.

We are offering *three levels* of sponsorships to make it affordable for all our businesses to show their support to this marvelous event.

\$50 Sled Dog Team Sponsor

- Your business name on Team Sponsor Banner to be displayed at site
- Business name listed on Event Flyers and Media Advertising as Team Sponsor

\$100 Event Sponsor

- Your business name listed on *Limited Edition Event Poster*
- Business name listed on Event Banner, Event Flyers, and Media Advertising as Event Sponsor

\$250 Event Sponsor

- Your business name AND LOGO listed on *Limited Edition Event Poster*
- Business name AND LOGO listed on Event Banner, Event Flyers, and Media Advertising as Event Sponsor

COUNT ME IN! I would like to be a sponsor at the following level (check one):

- \$50 Team Sponsor \$100 Event Sponsor \$250 Event Sponsor

*Please send this form with your payment to Foresthill Divide Chamber of Commerce
P.O. Box 346 Foresthill CA 95631 foresthillchamber@ftcnet.net (530) 367-2474*



**Foresthill Divide
Chamber of Commerce**



INFORMATION FOR YOU!

OTHER MEMBER SERVICES AVAILABLE FOR 2011:

(PLEASE NOTE THAT SOME OF THESE SERVICES ARE INCLUDED IN PARTNER MEMBER DUES)

- **CHAMBER MEMBER MAILING LIST AND/OR LABELS**
 - MEMBER\$15.00
 - NON-MEMBER\$25.00
- **CHAMBER MEMBER SALES FLYER OR SPECIAL ANNOUNCEMENT**
(1/2 PAGE, INCLUDED IN WEEKLY NEWSLETTER).....\$10.00 PER ISSUE
- **CHAMBER MEMBER “BUSINESS PROFILE” SENT OUT AS A SEPARATE**
EBLAST TO ALL MEMBERS.....\$25.00 PER EBLAST
- **BUSINESS CARD SIZED AD IN WEEKLY NEWSLETTER THAT IS EBLASTED**
OUT TO ALL MEMBERS (APPROX. 13 ISSUES).....\$100 / QTR.
- **2011 / 2012 DIRECTORY ADS**
 - BUSINESS CARD\$ 50.00
 - ½ PAGE\$ 175.00
 - FULL PAGE\$ 300.00
- **PEDDLER’S FAIR PARTICIPATION**\$ 10.00 / WEEK
- **CHAMBER FULL PAGE ENTRY IN MESSENGER**
(BLACK & WHITE, TO RUN QUARTERLY):
 - BUSINESS CARD SIZE AD\$ 50.00
 - BUSINESS PROFILE FEATURED (CALL FOR SIZE LIMIT) \$75.00
- **RESERVED DINNER “NO SHOW”**\$ 12.00

Ideas Always Welcome

Articles: We would love to get articles for our monthly newsletter. Have an idea?
submit to foresthilchamber@ftcnet.net. Please include your name and email or phone number. (Your email
and phone number will not be published, just your name.)

Get involved with your Chamber of Commerce

“Keep Business Alive on the Divide”

It not just about being a Member, it's about getting involved and having a presence in front of clients and prospective clients or customers. Staying in front of other members, clients and prospects, thru the dinners and other Chamber activities, lets people know you plan to be there in the future.

Foresthil Divide Chamber of Commerce Contact Information 530-367-2474

PO Box 346, 24600 Main Street #A, Foresthill CA 95631

Website: www.foresthilchamber.org Email: foresthilchamber@ftcnet.net