



All Aboard for Shop Small Saturdays in Gurnee!

November 25th & December 2nd

You're invited to participate in Gurnee's *Small Business Saturday* promotion on Saturday, November 26th! This year we are extending the holiday promotions to two Saturdays to include the Canadian Pacific Holiday Train, which will arrive in Gurnee on Saturday, December 2nd. Bricks-and-mortar retail stores or restaurants are eligible to participate if they're *independently owned and not affiliated with a national chain*. **Here's how it works:**



GIVE:

Offer something special on November 25th & December 2nd! This can be simple, just something to make the day fun for your customers! (Specially priced items, a gift with purchase, musical entertainment, a short 'how-to' demonstration, refreshments, free gift wrapping, etc.) Other than that, there is no cost to you! We'll do the rest.

SHARE:

Tell us what you're offering so that we can share it on social media (all participating businesses will be included in Facebook advertising, paid for by the Village of Gurnee and the Gurnee Chamber of Commerce). Chamber members will be designated as such in all advertising. Email the attached participant form to

edean@village.gurnee.il.us by ***Friday, November 17th***.

COLLECT:

We will drop off entry forms and a collection box which should be displayed prominently in your store or restaurant November 25th through December 2nd. Anyone who stops by during that week may enter to win \$500 in gift certificates—no purchase necessary. Limit one entry per household per business per day. The box and entries will be collected from you during the week of ***December 4th***. A winner will be selected from all combined entries at participating businesses.

Please see back for more information.





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WIN:

The Winner will be allowed to designate up to five participating businesses from which to receive their prize. If your business is picked by the winner, please be prepared to issue a gift certificate or store credit redeemable for at least one year. The amount will range from \$50 to \$500, depending upon the winner's preference. We will purchase this; you are not expected to donate it.

DONATE:

Optional for businesses: Consider placing a donation box at your business to collect canned food donations. We ask that each business provide its own collection container. The Village of Gurnee will collect food donations from participating businesses the week of December 4th. We will combine these into one sizable donation and deliver it to the Northern Illinois Food Bank on behalf of the Gurnee independent business community. All participating businesses will be recognized by name.

Tip: Any small business can request—on your own—a Shop Small Event Kit (free) that includes balloons, stickers, tote bags, and more. Apply for yours by visiting the Shop Small Studio at AmericanExpress.com by 11/10/17.

Note: You don't have to accept American Express cards to request a kit or participate in Gurnee's promotion.



Thank
You!



SHOP
SMALL

