



## Dear Business Owner:

The Stockbridge Main Street Program invites you to participate in **Small Business Saturday** and the **Small Business Saturday Pop-up Shops** on Saturday, November 24th!

**What is Small Business Saturday?** In 2010, American Express founded Small Business Saturday to help businesses with their most pressing need — getting more customers. The day encourages people to shop at small businesses and dine in locally owned restaurants on the Saturday after Thanksgiving to kick-off the holiday shopping season. The single day has grown into a powerful movement, and more people are taking part than ever before. **This year, the big day is Saturday, Nov. 24<sup>th</sup>.**

**NEW This Year!**

### **Stockbridge Small Business Saturday Pop-up Shops!**

The Stockbridge Main Street Program invites all licensed businesses to come participate in its first-ever, **Small Business Saturday Downtown Pop-up Shops!** This vender marketplace in Downtown Stockbridge will provide you with an awesome opportunity to attract new customers, showcase your business, and support the “Shop Small” movement!

**The cost for a 10ft. x 10ft. space is \$25.** Participants must bring their own tents, tables, and other equipment for merchandizing purposes. Licensed home-based businesses are also welcomed to be a part of this special holiday marketplace.

**What does it mean to Shop Small?** Shopping “small” simply means to fulfill shopping, dining and service needs at a smaller, locally owned business, especially on Small Business Saturday.

## Why should my business participate in Small Business Saturday?

- 1. Free advertising for your business!** American Express is currently hosting a national Small Business Saturday Campaign. This national marketing will benefit all who participate. In addition, the Stockbridge Main Street Program will utilize its social media outlets and place ads in the local newspapers to promote Small Business Saturday.
- 2. Free Inclusion on the *Stockbridge Small Business Saturday Shopping Passport*** Stockbridge shoppers and diners who participate on the big day will have the unique opportunity to receive a special *Small Business Saturday Shopping and Dining Passport*. Each participating business or restaurant will be featured on this promotional document. By shopping or dining with the participating businesses listed on the passport, they earn the chance to be entered into a drawing to win the *Stockbridge Small Business Saturday Prize Pack* filled with over \$200 worth of merchandise and gift cards for use in local businesses. The winner of the *Prize Pack* will be announced on Friday, November 30<sup>th</sup> on the City's website: [ww.cityofstockbridge.com](http://ww.cityofstockbridge.com).
- 3. Free Promotional Items!** Small Business Saturday participating businesses receive\*:
  - Shop Small branded shopping bags for use on Small Business Saturday
  - Shop Small promotional stickers
  - A Shop Small promotional welcome mat*\*While Supplies Last!*
- 4. Increased Exposure in the community!** Bringing public awareness to your business location, and its products and services, is the most important aspect of participation!



## How do I qualify to participate?

**First**, complete and return the **Small Business Saturday Participation Form** to the Stockbridge Main Street Program Office at Stockbridge City Hall (4640 N. Henry Blvd.), by email: [mainstreet@cityofstockbridge-ga.gov](mailto:mainstreet@cityofstockbridge-ga.gov), regular mail, or hand delivery. Businesses **DO NOT** have to accept American Express Card transactions to participate.

**Submission Deadline: Monday, November 12<sup>th</sup>!**

Additional forms can be picked up at Stockbridge City Hall, retrieved from the City of Stockbridge website ([www.cityofstockbridge.com](http://www.cityofstockbridge.com)), or requested from the Stockbridge Main Street Program Office at [mainstreet@cityofstockbridge-ga.gov](mailto:mainstreet@cityofstockbridge-ga.gov). There is no charge to the participating business. However, each participating business must have a current business license and is asked to contribute a gift item or certificate (\$25 or more value) for the **Stockbridge Small Business Saturday Prize Pack**. The winner of the *Prize Pack* will be announced Friday, November 30<sup>th</sup> on the Main Street Facebook page and on the City's website: [www.cityofstockbridge.com](http://www.cityofstockbridge.com).

**Second**, plan to attend the **Stockbridge Small Business Saturday Idea Smash** on **Thursday, November 8<sup>th</sup>** at 6:30 p.m. at City Hall (4640 N. Henry Blvd. – Downtown Stockbridge) get final details about the event, get ideas for participation.

**Finally, Activate Your Social Media Now!** Let your customers, family, friends, other area business owners, local leaders, and others know that you plan to participate, then encourage them to “Shop Small” and do business with you on Saturday, November 24<sup>th</sup>!

If you have any questions about participation or want to RSVP for the *Stockbridge Small Business Saturday Idea Smash*, please contact the Main Street Program Office by phone at: 678-833-3306 or by email at: [mainstreet@cityofstockbridge-ga.gov](mailto:mainstreet@cityofstockbridge-ga.gov).

Best regards!



Kira Harris-Braggs, Manager  
Stockbridge Main Street Program



Lisa Fareed, Program Assistant  
Stockbridge Main Street Program

