



Small Business Saturday is Coming!  
Saturday, November 24<sup>th</sup>, 2018

Hey Nazareth Business Owners and Organizations!

Shop Small Saturday is on November 24<sup>th</sup>. The Nazareth Economic Development Commission, the Nazareth Business Council, and the Nazareth Bath Regional Chamber of Commerce are teaming up to host Small Business Saturday activities from 10:00 am to 2:00 pm at the Nazareth Circle where there will be a Holiday Farmer's Market.

At our information tent we will hand out "Shop Small Bags" to the first 50 pre-registered attendees filled with coupons/offers and event flyers from our local businesses and organizations in Nazareth.

We will also be handing out our downtown map as a passport, encouraging customers to come to see you!

**What we need from you:**

- We will need 50 promotional items from your business to fill our "Shop Small Bags." We understand that as a small business, it's tough to compete with Black Friday deals. Consider offering an incentive to bring customers through the door and to encourage our town to support local business and shop small. Whether it's a discount, BOGO, or free gift, customers will appreciate the offer and return the appreciation by shopping with you.
- We strongly encourage you to host an activity or provide light refreshments to draw people in to your shop. Keep in mind that people value experiences and creating memories!

**What's in it for you:**

- Your business will be placed on our Shop Small map and passport listing your specials.
- Your business will be promoted through our enewsletter, social media pages, and signage.
  - You will likely receive some Shop Small swag as we will likely have extras!
- We will be able to show visitors along with the community all that Nazareth has to offer as we kickoff the holiday season.

**Next step:**

If you would like provide an item for the bags, please contact:

Jenna Bowman by **MONDAY, NOVEMBER 5<sup>th</sup>**

[jennab@lehighvalleychamber.org](mailto:jennab@lehighvalleychamber.org) // 610-739-1520

If you will be hosting an activity, snacks or special, please contact:

Liz Wyant - [nazdowntownmgr@gmail.com](mailto:nazdowntownmgr@gmail.com)

**We need your items and activity or special by Monday, November 12<sup>th</sup>**

Please promote your participation and tag:

@NazarethNow @NazarethBusinessCouncil @NazarethBathRegionalChamber

*Let's bring Shop Small to Nazareth and get our business community to thrive!*