



#LoveLocalGP Contest

Shop local Facebook campaign Partners:

Grande Prairie & District Chamber of Commerce (Chamber)
City of Grande Prairie (City)
County of Grande Prairie (County)

Start date: November 30, 2020

Duration: 6 weeks

Weekly prize draws: Monday afternoon (entries valid from the previous Monday – Sunday @ 11:59pm MDT)

Grand Prize: January 11 (entries valid November 30 – January @ 11:59pm MDT);

Campaign:

Want to win \$2,000 to spend local? #LoveLocalGP

Show us how you are supporting local during these challenging times and you will be entered. It is always important to shop local but now, more than ever, we need to show our local business community some love. Of course, we want you to continue practicing social distancing so think of creative ways to show your support.

How do you win?

- Create a post to show how you are supporting a local business (e.g. photo or review of recent products/services purchased)
- Use #LoveLocalGP in your post
- Tag the business you are supporting (when possible)
- Tag each partner (City of Grande Prairie, County of Grande Prairie, and Grande Prairie & District Chamber of Commerce)
- You will be entered into our weekly draw for gift cards to a local business of your choice. Posts MUST be public so we see it for you to be entered. Each unique post will also receive a ballot into our grand prize draw of a \$2,000 or one of the runner up prizes of \$1,000 and \$500!

Campaign managers: The Chamber's social media account(s) will be used to generate original content and shared amongst partners and other supporters



Promotion of winners:

After each winner selects where they want to spend their gift cards, the Chamber will create a post, tagging the member that the funds will be spent at while continuing to promote #lovelocalGP

Logistics/Rules:

- Winners will be contacted by the Chamber and directed to call the office when they have made the selection on where to spend their winnings
- Chamber staff will make arrangements with the chosen member to purchase a gift certificate and make arrangements for the winner to pick up their prize
- Chamber staff and immediate family members are encouraged to participate to promote the campaign but are ineligible to win
- Chamber board of directors are encouraged to participate but are ineligible to win
- City Economic Development department staff and immediate family members are encouraged to participate but are ineligible to win
- County Economic Development department staff and immediate family members are encouraged to participate but are ineligible to win