

The Clovis/Curry County Chamber of Commerce's Retail Committee
is proud to present this 2021 Shop Local contest

BACK 2 SCHOOL contest



The Clovis/Curry County Chamber of Commerce's Retail Committee is proud to present this 2021 Shop Local contest to help with those back-to-school needs. Between now and August 13, consumers who shop locally can enter to win a \$100 gift card to a local Chamber member business of their choice!

For more details:
clovisnm.org/shoplocal

How to Participate as a Business

Instructions:

- 1. Display contest poster and flyers in your store.**
Participating businesses must print these posters and flyers to display in your store. If you are not able to print them yourself, please contact the Chamber (575) 763-3435 or events@clovisnm.org and we will deliver them to you.
- 2. Promote the contest!**
The success of this contest depends on YOU spreading the word! Make sure you promote the contest and share instructions through your own channels (email, social media, radio, etc)
- 3. Verify proof of purchase**
In order to avoid false entries, it's important to make sure consumers are only posting photos of actual purchases. Print this "Proudly Shopping Local" sign ([link here when created](#)). When a customer checks out, have the cashier(s) or delegated employee(s) ask the customer if they are participating in the contest. If they are, ask the customer to hold the sign while they take the photo they're going to post on social media
- 4. Thank your customers for participating!**
You might even consider providing a coupon or small prize to everyone who enters the contest at your store.

How to Participate as a Consumer

Instructions:

1. Shop at a local Chamber member business between now and August 13, 2021.
2. Take a photo at the store displaying your receipt or other proof of purchase (stores will provide a "Proudly Shopping Local" sign that MUST be included in your photo.
3. Post the photo to Facebook or Instagram using the hashtag #Back2SchoolClovisNM and include why you like shopping local. ****Notice: Make sure you set the privacy setting for your post to "public" or it may not be visible/able to be entered into the drawing.**
4. Every unique* post will enter you in a drawing for a \$100 gift card to a local Chamber member business of your choice. *Only one post per purchase will be counted

#Back2SchoolClovisNM

