

SAMPLE THE CITY

Sample the City is a two-week campaign from November 12–26 that will inspire Edmontonians to tour the city and explore our extensive food and beverage scene, generating sales and future traffic to your establishment. Under our Better When It's YEG campaign, the Edmonton Chamber's goal is to highlight, enhance and support locally owned and operated businesses in our city!

How can you participate?

There is no charge for you to participate in this campaign, and it is open to both members and non-members. All we ask of you is to:

Confirm 1-2 set dishes, meals, or items to feature for two weeks. (No minimum spend is required, and this could be a single item or a combo meal—the choice is yours!)

Promote that your business is taking part in Sample The City with:

- Indoor signage*
- Social media marketing**

Recognize patrons who order your featured items by showing them a QR code (supplied by the Chamber) so they can submit an entry for a chance to win grand prizes.

*You will be provided with options for in-store signage. Ideally signage would be placed near tills or check-out areas.
**The Chamber will provide assets to share on social media.

What customers can expect:

Guests will be incentivized to visit as many participating establishments as possible for a chance to win prizes.

Grand Prizes:

Gift cards, custom dining experiences, and more!

Daily Prizes:

Gift cards to participating establishments and merchandise.

#BonusPoints

Guests who post a photo of their dish/meal/item on Instagram and tag your restaurant handle using **#SampleYEG** will be entered into our daily giveaways.

Spreading the word.

Sample The City will be heavily advertised on social media, The Edmonton Chamber newsletters, The Edmonton Chamber website, paid social ads, printed collateral, external media opportunities and more!

Secure your spot.

Interested? Contact communications@edmontonchamber.com for more information!

Deadline to confirm your participation is October 15th, 2021, or until all spots have been reserved.*

*Sample The City is limited to 120 establishments, so secure your spot today!

