

How It Works

Registration

Register as a participating business by **October 17, 2011**.

Participating Businesses Get Tickets!

Participating merchants/businesses will receive an initial supply of 2,000 tickets free. Additional tickets can be purchased if you run out before campaign ends.

Shoppers Get Tickets!

Businesses issue a minimum of one (1) ticket to each customer (distribution is at each business' discretion). Maximum of 100 tickets per purchase (\$1,000 purchase). Persons must be 18 years of age to participate and win.

Buy Bixby Campaign Window

Begins: Saturday– November 5, 2011
Ends: Sunday– December 18, 2011

Buy Bixby Drawing Date

Monday– December 19, 2011 6:00 PM, location to be determined.

And The Winner Is!

On December 19th, all unsold tickets must be returned to the City of Bixby office before noon. At 6:00 PM the winning number will be announced. Winner need not be present to win. The winning ticket holder will have three business days to claim the money or a second number will be drawn. Winning ticket number and name of the business that it was distributed from will be released to local press and listed on www.buybixby.com.

Buy Bixby Businesses Receive

- Tickets for Distribution (Additional Rolls may be purchased at sponsor level value)
- Window Posters
- Business Name on Advertisements & Customer Shopping Card
- Right of Use of Promotional Logo
- Recognition in Direct Mailings to more than 20,000 residents



Participation Packages

Peppermint \$ 5,000

- Corporate Logo on Television Promotions
- Corporate Logo on Promotional Poster
- Corporate Logo on Event Marketing Pieces
- Logo Listed on City Cable Channel Cox 24
- 6 Month Website Sponsor on buybixby.com
- Banner Ad in City Newsletter (20,000 Residents)
- Additional Ticket Rolls FREE

Gum Drop \$ 1,500

- Corporate Logo on Promotional Poster
- Corporate Logo on Event Marketing Pieces
- Logo Listed on City Cable Channel Cox 24
- 6 Month Website Sponsor on buybixby.com
- Additional Ticket Rolls FREE

Candy Cane \$ 800

- Corporate Logo on Event Marketing Pieces
- Participation Listed on City Cable Channel Cox 24
- 3 Month Website Sponsor on buybixby.com
- Additional Ticket Rolls FREE

Sugar Plum \$ 500

- Bolded Name on Event Marketing Pieces
- Participation Listed on City Cable Channel Cox 24
- Additional Ticket Rolls \$5/Roll of 2,000

Gingerbread \$ 150

- Name on Event Marketing Pieces
- Participation Listed on City Cable Channel Cox 24
- Additional Ticket Rolls \$10/Roll of 2,000

www.buybixby.com

Registration Deadline October 17, 2011

Business Name

Contact Name

Address

City, State, Zip

Phone

Email

Please check your participation level:

- \$ 5,000 Peppermint Sponsorship
- \$ 1,500 Gum Drop Sponsorship
- \$ 800 Candy Cane Sponsorship
- \$500 Sugar Plum Sponsorship
- \$150 Gingerbread Sponsorship
- Payment Enclosed (Cash or Check)

Checks Payable to City of Bixby

Visa/MC

Exp

Billing Zip Code

Mail registration Form to:

City of Bixby

PO Box 70; Bixby, OK 74008

- Restricted to businesses located within the corporate limits of Bixby.
- Payment in full must be received by October 17, 2011 to be included in advertising listings

Buy Bixby

Holiday Shopping Campaign

Designed to provide cost effective advertising and marketing exposure for businesses located in the city limits. This is an excellent investment for your business.

Buy Bixby Because...

Dollars spent locally WORK FOR BIXBY by providing more \$\$ for services to our community

Draw SHOPPERS into your Bixby business.

ADD YOUR NAME to more than \$10,000 worth of ADVERTISING!

Build excitement in our Bixby businesses.

Bring EXPOSURE to BIXBY!

Draw NEW shoppers to your business!

Give your customers the chance to win cash—10,000 BIG ONES!

QUICK FACTS

I Need more tickets to distribute!

Call Trish Richey at 918-576-8088 to request additional rolls of 2,000 tickets at sponsorship level value.

How will this help my business?

Thousands of dollars will be spent in advertising this campaign, including print ads, direct mail, posters, and other venues. The power of collaborative advertising means that you get a great deal of coverage for a nominal cost of your sponsorship. Customers trying to win money will frequent participating businesses— this increases traffic to your store which then gives you the opportunity to sell to them!

How will this help my community?

The Bixby business community will be highlighted, while featuring a variety of merchants, products and services. The increase in sales tax collections helps the City be able to provide necessary services to the business and residential community.

Can I win from the tickets in my business?

You and your employees are NOT eligible to win on your own business' tickets. HOWEVER, you and your employees can win by shopping at other participating businesses.

How do I distribute tickets?

Businesses issue a minimum of one (1) ticket to each customer (distribution is at each businesses' discretion). Maximum of 100 tickets per purchase (\$1,000 purchase). Persons must be 18 years of age to participate and win.

Who can participate as merchants?

The Buy Bixby campaign is open to any business within the City of Bixby Corporate Limits. While the campaign will be primarily focused on retail and dining merchants, non-sales tax generating businesses are also encouraged to participate and may find creative ways to include their services and customers in the promotion.

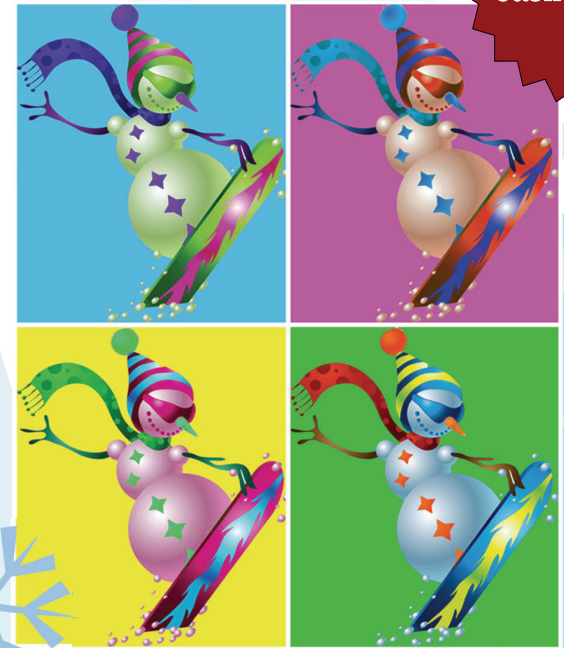
I need more information.

Please contact the City of Bixby's Economic Development Director Trish Richey at 918-576-8088 or Mayor Ray Bowen at 918-693-3629

Visit www.buybixby.com

2011 Buy Bixby

\$10,000
Cash Drawing



Buy Bixby will help Bixby
Merchants Ramp Up holiday sales for a
Cool Yule Shopping Season