



JOIN IN THE 2023 NCTC HOLIDAY SHOPPING PROMOTIONS!

OPTION ONE - *Shop Nebraska City First (November 13 - December 3)*

Step 1—HIGHLIGHT PARTICIPATING RETAILERS

*Starting November 13, Nebraska City Tourism & Commerce will visit one retailer each weekday to do a short Facebook Live to highlight a special or popular item that might be a big seller this Christmas.

Step 2—PROVIDE RETAILERS WITH PROOF OF PURCHASE CARDS

*Throughout the course of the promotion (November 13 - December 3), for each \$25 a shopper spends at a participating retailer, they will receive a personalized Proof of Purchase card (personalized with retailer's logo, signed and dated by staff). Shoppers add their name and phone/email to the Proof of Purchase card and return it to NCTC by Monday, December 4, at 5 p.m. Each participating retailer will be listed on the back of the Proof of Purchase cards so shoppers can see where to shop.

Step 3—DRAWING FOR PRIZE BASKETS

*On Tuesday, December 5, NCTC staff will draw from Proof of Purchase entries. Winners will be paired with prize baskets (at least \$50 value) provided by each participating retailer. Baskets will have been on display at each location since November 13. NCTC will contact winners and retailers; winners will go to retail location to pick up their basket.

This promotion encourages local shopping starting in mid-November, allows for upselling of \$25 increments to earn more Proof of Purchase cards, and gets shoppers in stores again to pick up their baskets (not necessarily in the same store(s) they shopped at to begin with).

Participating retailers get a tailored Facebook Live session, their name/logo on our website and FB with each mention of the promotion, logo on all Proof of Purchase cards, and personalized Proof of Purchase cards.

There is no cost to participate other than putting together a prize basket of at least a \$50 retail value.