

# — HISTORIC DOWNTOWN'S — **GREAT BIG GIVEAWAY** M E D I C I N E   H A T

This August, **we are giving away a \$1500 cash prize to someone who shops downtown**. Join us in encouraging shopping and visitation in **Historic Downtown right now**.

## WHAT WE NEED

We are asking you to **host a draw during August**. Any customer who spends a **minimum dollar amount of your choosing** is entered to win a gift card from your business. Community Futures Entre-Corp (CFEC) will cover a portion of the cost of the gift card\*. **The winner of the gift card plus one other wild card entry will then be entered to win a grand prize of \$1500 cash**. The more downtown businesses that participate, the bigger this campaign can be.

### Here's an example:

If a customer spends \$100, they're entered to win a \$200 gift card from your business. The winner of the gift card plus one other wild card entry will be entered into the draw for a grand prize of \$1500 cash. You will provide us with the names of two entries: the winner of your draw plus one extra ballot. Both will be entered into the grand prize draw for \$1500 cash.

Minimum \$100 Gift Card	CFEC contributes \$75*
Minimum \$200 Gift Card	CFEC contributes \$125*

**\*Contributions will be paid directly to each participating business.** Payment is contingent upon Community Futures Entre-Corp receiving an invoice no later than September 30th, 2024.

## HOW YOU BENEFIT

Tourism Medicine Hat is facilitating an advertising campaign, investing \$8,000 in media buys. By participating in this campaign, you will receive business name mentions and overall campaign awareness. **Community Futures Entre-Corp will cover a portion of the gift card's cost (up to a maximum of \$125) to your store.**

## THE FINE PRINT

**The campaign starts on August 8th and runs until August 29th.** There are no additional fees to participate. The idea is that every time a customer spends a specific dollar amount, they are entered to win a gift card from your business. Community Futures Entre-Corp will contribute a portion of the gift card's cost (up to a maximum of \$125) to your business. You choose the eligible purchase amount. Contributions will be paid directly to each participating business.

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M E D I C I N E   H A T

## Participating Business Agreement

### PARTICIPATING BUSINESS CONTEST DETAILS

**Business Name**

**Business Address**

☐ Consumer-facing business physically located within Historic Downtown.

  
  

**Type of Business**

Select the best description

- ☐ Food and Beverage  
☐ Retail  
☐ Consumer Service

**Minimum Customer Spend**

**What should your minimum customer spend be?**

Select an amount that you believe will drive an increase in immediate sales. For a \$100 gift card 15-20% above your average spend, and for a \$200 gift card 30% above your average spend are reasonable benchmarks.

**Minimum Gift Card Amount**

## ACKNOWLEDGMENT REQUIRED FOR BUSINESS PARTICIPATION

Please complete the following to confirm you have read and understand the terms and conditions of this agreement.

- ☐ I, the undersigned, agree to **administer and host a draw during August 2024** and will begin accepting entries **no later than August 8, 2024.**
- ☐ I the undersigned, agree that on **August 29, 2024, between 10 am and 1 pm,** I will provide Tourism Medicine Hat with the following details:

1. The total number of entries collected during the contest	Initial
2. Name and phone number of the winning entry drawn by the participating business	Initial
3. Name and phone number of one other entry drawn by the participating Business	Initial

- ☐ I, the undersigned, agree that upon completion of the draw, **I will invoice Community Futures Entre-Corp for their contribution to the cost of the gift card no later than September 30th, 2024.**
- ☐ Tourism Medicine Hat will facilitate an advertising campaign, investing a minimum of \$8,000 in media buys, to drive overall awareness to Medicine Hat's Historic Downtown and each Participating Business.
- ☐ Community Futures Entre-Corp will cover a portion of the gift card's cost (up to a maximum of \$125) to your business. \*Contributions will be paid directly to each participating business. Payment is contingent upon receipt of an invoice no later than September 30th, 2024.

**Mail in, drop off or email invoices to Community Futures Entre-Corp:**

- bizinfo@albertacf.com
- 556 4 St SE, Floor 2, Medicine Hat, AB T1A 0K8

## PARTICIPATING BUSINESS INFORMATION

Full name	
Signature	
Date	
Email Address	
Contact Number	

What's the best way to contact you?

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A copy of this agreement will be emailed to you.