

Shopper Card Participation Form

As a member of the Lancaster Chamber of Commerce, I wish to participate in the "Shopper Card" promotion of the Chamber's Shop Members First Committee. The objective of this promotion is to bring shoppers to the chamber member businesses in the Lancaster area.

Below is the information on the Shopper Card promotion:

1. Promotion will run for six (6) months, from February 1st to July 30th.
2. Cost to participating chamber members is \$50.
3. Shopper Card will be the same size as a normal credit card. It will be identified as a "Lancaster Chamber of Commerce Shop Member's First 'Shopper Card'". Each card will have its own Serial Number for tracking the promotion and a Signature Panel.
4. Members will decide what discount/offering they can offer to the public when the card is presented at their business. **A Shopper Card can be used over and over; so members must present a discount(s)/offering(s) they can absorb for the six-month promotion. These discounts/offerings can be changed on a monthly basis, if necessary.** However, if a customer comes in asking for a previous discount offering, it should be honored with a same or equal value.
5. Members will receive the following for participating:
 - A supply of Shopper Cards to sell to the public. Cards will sell for \$10 each with the member and Chamber each receiving \$5 from the sale. This will allow participants to recover some of their cost of participating and perhaps even make money.
 - Their name and address on a flyer that will be circulated to the participating members. A plastic holder will be placed in a location where customers may take a copy.
 - A listing on the Chamber's www.shopmembersfirst.com website with the discount/offering. Again, this discount/offering may be changed monthly. Members may purchase additional advertising on this website at a discounted price. **The public will be urged to check the website for current participating merchants and their discount offerings.**
 - A listing in a full page ad announcing the promotion in *The Best Southwest Connection*, January, 2010 issue. This direct mail marketing magazine will be mailed and distributed to over 35,000 households and businesses in the Southern Dallas Area.
6. Please contact the Chamber or Frank Bentley for more information. Frank can be reached at frank@bswnews.com or 972-283-0150. Fax form to: 972-283-0226.

Name of Company: _____

Address: _____

Telephone: _____

Email: _____

Website: _____

Offering: _____

