



“Shop The Colony First” Campaign Rollout

March 1, 2007

How The Colony Businesses can support the “Shop The Colony First” campaign.

“Shop The Colony First” is a local campaign initiated by The Colony Chamber of Commerce in conjunction with The City of The Colony and The Colony Economic Development Corporation. The purpose of the campaign is to encourage residents within The Colony to buy local first, educate residents about the benefits of buying local, and increase the visibility of local and independent businesses as well as the products and services available in The Colony.

Participating merchants will receive a window decal, 3” campaign buttons for employees, and a letter size poster outlining the economic benefits of shopping locally prior to March 1. We ask that you please display the decal and poster as early as February 23rd to compliment the release of the community magazine “The Colony Connection” which will be distributed to all residents announcing the campaign. We also encourage employees to thank customers for “Shopping The Colony First” as well as place this statement if possible on printed sales receipts.

As the campaign progresses and more sponsors are available, a variety of materials to display and distribute will be provided to merchants. These items will include refrigerator magnets, bumper stickers, trinkets, and other give-a-ways based on campaign support.

In addition to the materials provided, we encourage merchants to include the logo in any of their print material, website and/or incorporate the campaign details into their marketing materials (i.e. window displays, counter cards, posters, POP displays, etc.). Logos and marketing material are available for download at www.thecolonychamber.com. Simply follow the “Shop The Colony First” link.

Here’s how to get started:

- **Place the decal in a viewable window or door near an exit or entry point in your establishment (prior to March 1st)**
- **Place your poster near or on your check-out counter or register**
- **Encourage employees to wear a campaign button and thank customers for “Shopping The Colony First” during check-out**
- **Program your registers to print “Thank you for shopping The Colony First” in the greeting or footer of the receipt.**

We encourage you to have these items in place prior to March 1, 2007 to ensure the effectiveness of the campaign. Once you have your material in place, please contact us at 972.625.4916 so we may include your business name on the website as a participant.

We thank our local businesses for supporting the “Shop The Colony First” campaign and helping us strengthen our local economy and vitality.