

SHOP SMALL BUSINESS SATURDAY



KEEP YOUR MONEY WHERE YOUR HEART IS
SHOP LOCAL

November 25th



\$13.4 billion spent on Shop Small Saturday in 2016 at small businesses in the U.S.



3X more money stays in the local community when consumers buy locally



Money spent at one local small business helps stimulate other local small businesses

Shop Small Business Saturday is an initiative started by American Express to drive consumers to local, small businesses, the day after Black Friday



SIGN UP NOW FOR DOWNTOWN ANCHORAGE'S SHOP SMALL BUSINESS SATURDAY

Participating Businesses Provide:

- A deal/special for Shop Small shoppers
- A scavenger hunt question and answer

Optional Things Businesses Can Provide:

- Donation to help support Shop Small Business Saturday initiatives
- Swag for the Shop Small shoppers' tote bag

What Anchorage Downtown Partnership, Ltd. Provides:

- Marketing of your business as a Shop Small Business Saturday participant
 - Shop Small branded posters and marketing materials
- Tote bag with coupons from participating businesses given to shoppers
 - Shop Small Scavenger Hunt coordination and map creation
 - Shop Small Saturday welcoming tent which shoppers can use as home base to learn more about Shop Small Saturday and the businesses on the day of

HELP ANCHORAGE DOWNTOWN PARTNERSHIP, LTD. SUPPORT LOCAL SMALL BUSINESSES IN DOWNTOWN ANCHORAGE. SHOP SMALL ON NOVEMBER 25TH OR SIGN UP YOUR BUSINESS TO PARTICIPATE IN DOWNTOWN ANCHORAGE'S SHOP SMALL SATURDAY!

SIGN UP TO PARTICIPATE AT

ANCHORAGEDOWNTOWN.ORG/EVENTS/SHOP-SMALL-SATURDAY
or email kireland@anchoragedowntown.org or call (907) 279-5650

DEADLINE TO SIGN UP IS OCTOBER 20!

ANCHORAGE
DOWNTOWN
PARTNERSHIP Ltd.

