



Small Business Saturday is Coming!

"Shop Local" on Saturday, November 27, 2021



And we want to help YOU!

Small Business Saturday (SBS) was created in 2010 as a counterpart to Black Friday and Cyber Monday to encourage shoppers to visit small and local shops. Small Business Saturday follows Black Friday, the informal name given to the Friday after Thanksgiving Day that marks the beginning of the Christmas shopping season.

As a valuable member benefit, the Litchfield Chamber of Commerce would like to help promote **your** Small Business Saturday event! It's tough to compete with Black Friday deals, BUT--that is where we come in!

The Litchfield Chamber of Commerce will be helping to get people IN YOUR DOOR on that Saturday as well as during the entire holiday season and beyond. We are planning Facebook Live! broadcasts from member businesses, promotional spots in our eBlasts, social media posts, website posts, WSMI broadcasts, printed advertisements, and more!

The only requirement at this time from our member businesses is that they participate by giving away a product or service that we can promote.

Part of our promotional activities will be to hand out 100 tote bags the morning of Small Business Saturday containing your advertisements, business cards, giveaways, special promotions, and more. Gift cards that we purchase from participating members will be randomly placed in some of the bags to encourage people to "Shop Local" as part of SBS.

We will be providing much more information on this program as we finalize the details, so stay tuned!

Please send us details on your ideas for our approval, and we will help advertise and partner with you for your event.

No ideas are too big or too small!

Contact Beth Cherry at info@litchfieldchamber.com with your ideas or if you have questions.

