



VOTE FOR MOM & POP

Season
BUY LOCAL MONTH 2020
NOV 1 – DEC 31

PARTNERSHIP OPPORTUNITIES



LLF Social Reach



500+
 Lowcountry Local First Members
 representing 13,000+ employees



22,200+
 Facebook Followers



1,000+
 Average monthly visits to the
 online Local Business Directory



20,700+
 Instagram Followers



12,600+
 Facebook Followers



6,300+
 e-Newsletter Subscribers

BUY LOCAL MONTH Season

PARTNERSHIP OPPORTUNITIES 2020



BACKGROUND

Buy Local Month is Lowcountry Local First's annual consumer awareness campaign that encourages our citizens to buy local and keep holiday dollars flowing within our community. We know that we must invest in what we value, or else risk losing it! With all local businesses feeling the impacts of the COVID-19 crisis, our support is more crucial than ever to help pivot consumer spending to our community-based businesses whenever possible. This year, we're expanding the campaign from one month to two - making it a truly Buy Local Season, running November 1 - December 31!

We're calling for the community to "Vote for Mom & Pop" with their dollars and their voices, expressing their support of local businesses over Big Box stores and national chains that divert money and power away from our community.

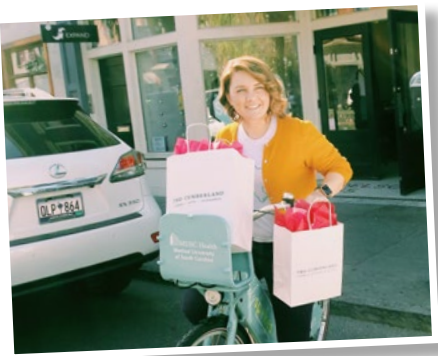
WHY BUY LOCAL?

When consumers choose to support locally-owned businesses, three times more of the dollar stays in our community as compared to if spent with non-local businesses. This influx of revenue is essential for local job creation, strong schools, improved streets, unique communities, and an overall increased quality of life. By spending more money locally, we can all contribute to the growth and identity of the Lowcountry, and Lowcountry Local First is working to turn those spending decisions into an every-day way of life. **Join us!**

THIS YEAR'S CAMPAIGN ELEMENTS WILL INCLUDE:

- Individual-, business- and municipality-level "Election Polls" to encourage Votes for Mom & Pop, pledging commitment to shopping and dining local throughout the holiday season
- Buy Local Market Calendar to promote the region's safe in-person or online makers markets
- BuyLocalMonth.com, a free online platform for LLF members to promote their holiday promotions and websites
- Digital and print marketing campaign driving traffic to BuyLocalMonth.com
- Street banners promoting "Shop & Dine Local" on high-traffic business districts across the Lowcountry
- Webinar(s) educating the local business on how to Reboot and Rebound





BUY LOCAL MONTH 2020

Sponsorship Levels

The deadline for sponsorships is September 30, 2020. Contracts received after this point may not be included in promotional campaign.

	BUY LOCAL LOVER \$500	BUY LOCAL GROUND BREAKER \$2,000 \$1,000	BUY LOCAL LEADER \$5,000
Recognition in social media campaign	✓	✓	✓
Logo / link inclusion on campaign website	✓	✓	✓ (home page)
Logo inclusion on ad campaign*		✓	✓ (prominent)
Logo inclusion on printed poster		✓	✓ (prominent)
Logo / link inclusion in e-newsletters		✓	✓ (prominent)
Logo inclusion on digital billboard(s)			✓
Recognition in media coverage*			✓
Recognition in campaign toolkit			✓

*Media partners include Charleston Magazine, Edible Charleston Magazine, Charleston City Paper, The Charleston Chronicle, El Informador, 105.5 the Bridge, and more.

Citizen Champion

Suggested Donation of \$50 or higher

We invite the support of our community members to this campaign as a way to show you support your local Mom & Pop shops and believe in this movement. This level of support is geared toward individuals who may not own or work with a local business but believe in the power they have to use their dollars and voices to shape this place into something unique and resilient. All Citizen Champions will receive a "Vote for Mom & Pop" yard sign to display throughout the holiday shopping season.





2020 BUY LOCAL MONTH *Partnership Form*

Company Name

Contact Name

Address

E-Mail

Phone

Are you currently a member of Lowcountry Local First?

Yes / No

Partnership Level

Buy Local Leader (\$5,000)

Buy Local Ground Breaker (~~\$2,000~~ **\$1,000**)

Buy Local Lover (\$500)

Citizen Champion (*Suggested Donation of \$50 or higher*) Donation amount: _____

Payment

I will call in my credit card payment to (843) 801-3390

Check (payable to Lowcountry Local First)

Please send me a digital invoice to the following email address: _____

Please complete my payment using the credit card below

Visa / Mastercard / Amex <i>(circle one)</i>

Name on Card

Card Number

Expiration Date

Security Code

Billing address if different from above

Signature

Please return the completed form with payment information to
Lowcountry Local First, PO Box 72018, North Charleston, SC 29415
or email to steve@lowcountrylocalfirst.org