



Program Dates: March 1st, 2010 through August 31st, 2010

**WHAT**

- **Shop Jackson** is a “shop local” campaign developed by the Jackson Revitalization Committee in partnership with the Jackson Rancheria Casino & Hotel Dreamcatcher’s Club Program and employees.
- Dreamcatcher’s Club Members and Rancheria employees are invited to take further advantage of their membership by shopping at Jackson businesses, offering exclusive discounts to these customers.

**WHEN**

- Phase II: March 1, 2010 through August 31, 2010
- Ongoing relationships with Dreamcatcher’s Club Members and Jackson Rancheria employees

**WHERE**

- All (and *only*) businesses located in the city limits of Jackson are invited to participate.

**WHY**

- Businesses in Jackson can capitalize on the thousands of casino visitors and local Dreamcatcher’s market.
- The Jackson Rancheria has 500,000 active Dreamcatcher’s members; 300,000 monthly visitors, and numerous local Dreamcatcher’s Club Members.
- Collectively the businesses of Jackson have an opportunity to ensure that more locals and visitors **Shop Jackson!**

**REQUIREMENTS**

- City of Jackson business license and location within the city limits of Jackson.
- \$45 participation fee (one \$45 fee covers all six months!).
- Donation of a \$50 gift certificate to your business for a raffle prize contribution.
- Completed participation form (available at <http://ci.jackson.ca.us/revitalization.html>)
- Promotional offer commitment created by participating businesses.

**BENEFITS (at no additional charge to participating businesses)**

- *Arrow Magazine* will publish a list of participating businesses for six issues, updating with the April 2010 issue. This magazine has a monthly distribution of over 100,000 copies.
- Rancheria features in regional television commercial and local program advertising in Ledger-Dispatch, TSPN and Hometown Radio
- Websites like Amador Council of Tourism, Amador County Chamber of Commerce, City of Jackson and the Jackson Rancheria will list participating businesses and offer details.

**EXAMPLES of Promotional Offers:**

- 10% off Monday - Thursday
- Buy 2, get 1 free; Buy 1, get 2<sup>nd</sup> item ½ off
- Provide game opportunities, chances to win a higher discount
- Free XXXXX with YYYY

NOW IS THE TIME TO UPDATE AND IMPROVE YOUR OFFER FOR PHASE 2 THE PROGRAM!!

PHASE 2 ENROLLMENT (for publication in April *Arrow Magazine*) deadline is February 25.