



NEIGHBORHOOD CHAMPION

WHAT IS A NEIGHBORHOOD CHAMPION?

Neighborhood Champions are business associations, state and local chambers of commerce, and other community organizers who are willing to commit to organizing events or activities to rally their neighborhoods for Small Business Saturday®.

HOW DO I BECOME A NEIGHBORHOOD CHAMPION?

The sign-up period to become a 2014 Neighborhood Champion has now closed. Visit ShopSmall.com to learn how you can get involved in the Shop Small® Movement.

WHAT CAN I DO TO RALLY MY NEIGHBORHOOD FOR SMALL BUSINESS SATURDAY?

Host an event — Organize an event for your community like a block party, a street fair, a concert, or a special breakfast to mobilize shoppers for the day.

Provide entertainment and activities to draw people to attend — Get a local band or DJ to play music, organize activities like face painting or a costume contest, or set up photo booths onsite to make for family fun!

Make it easy for people to get to your event — Arrange for free parking to be provided in your community or free transportation to your event, so more people are able to attend.

Decorate — Show your spirit around your town with Small Business Saturday decorations including banners and balloons with special tote bags for attendees.

Invite local officials and other local celebrities to participate in your event — Reach out to the mayor, councilperson, or other local officials to attend your event. Think about people who are celebrities around town and invite them to participate.

Involve local businesses! Invite local businesses to set up pop-up shops or tables to promote their goods and services. Design the event to drive consumers into their stores by encouraging business owners to offer special promotions on the day.

Promote your event! Spread the word to your local media and encourage the press to attend and cover the event. Invite a local radio station to send radio personalities to attend, set up a table, or play music. And don't forget to promote on social media and spread the word around your town!



WHAT ARE SOME IMPORTANT CONSIDERATIONS FOR HOLDING AN EVENT?

Access: Can people get there by public transportation? Is parking available? Would it be possible to offer free parking? How do you get media there? Should you give media advance access?

Foot traffic: How much foot traffic does the area get? Is it a neighborhood that typically empties out over a holiday weekend?

Logistics: Is it an area that will be too crowded on a holiday weekend for the type of event you are planning? Are you going to have enough room to set up all of the events and activities that you have planned? Is there adequate space for the press and any performers?

Appeal: Is there a location in your community that has particular significance, like a town green, where the location itself could be part of the draw?

Weather: If all or part of your event will be outdoors, do you have a contingency plan for bad weather?

Promotion: Have you informed local business owners that they too can host an event and participate in the day? You can come up with suggestions for them on your own or encourage them to get more information and sign up for free promotional materials and advertising on [ShopSmall.com](https://www.shopsmall.com).