



Effective & Affordable Promotions Through Your Morton Chamber

The Morton Chamber of Commerce is excited to announce the 2011-2012 Marketing Plan for our I Shop Morton program. We hope that you will take advantage of some of these exciting opportunities as we continue to promote local shopping!

Each month will have a designated theme so you can tailor your promotions accordingly. The current plan runs May 2011-April 2012 with each business being allotted a maximum of 3 months of participation + the I Shop Morton Holiday coupon booklet. Please review the levels and complete the form on the last page.

LEVEL 1: FREE - Electronic Coupon (3000 emails)

- Business will submit an I Shop Morton coupon/deal on the Chamber Master website by the 14th of the month preceding their specified promotion month
- The coupon will be pulled and added to an e-blast reaching close to 3000 individuals on the first of the month
- The coupon will also be posted on our I Shop Morton FB page: www.facebook.com/ishopmorton
- The coupon will also be linked on the I Shop Morton page on the Morton Chamber website: www.mortonchamber.org/IShopMorton
- We will place a "Did You Know?" article in the Morton Matters newsletter, Morton Times News and Morton Courier in an effort to further educate the public on the products and services we have in our community. These articles will also be theme based and focused on the businesses we are targeting for the month

LEVEL 2: \$100 – Postcard Mailer (7200 homes)*

- Business coupon will be incorporated on a direct mail postcard reaching approximately 7200 homes in the 61550 zip code by the 1st of your promotional month
- Business can participate a maximum of 3 months during the 2011-2012 campaign
- Postcard will not be mailed in November or December

PLUS:

- All amenities from Level 1
- *A minimum of 9 businesses must participate for the mailer to be sent

Holiday Promotion: \$250 + (2) \$25 gift items – Coupon Booklet (7200 homes)*

- The holiday coupon booklet is a direct mail piece that will be sent to all 7200 homes in the 61550 zip code by November 1. The booklet is broken down by week with 1 coupon per business per week for 9 weeks. You can choose to use the same coupon all 9 weeks, or change it. It's up to you!
- Business to provide (2) \$25 gifts for the 2 gift basket drawings, one December 1 and the other January 3. This will encourage continued sales during November and December.
- Business will collect their returned coupons in a Chamber-provided gift box and may collect customer data written on the back of each coupon for their own tracking system or mailing list. Coupons will be collected by the Chamber on December 1 and January 3 for the drawings. If your business will be closed either day, please return your coupons to the Chamber office by 12:00pm on those dates.

PLUS:

- All amenities from Level 1 only
- *A minimum of 40 businesses must participate for this booklet to be sent

For questions: contact Allison Vershaw (avershaw@mortonillinois.org) or 263.2491



Holiday Coupon Booklet Details

Here is a draft of how the I Shop Morton Holiday Coupon Booklet will appear. The number of coupons per page will determine the ultimate size.

FRONT OF COUPON

You create the front side of the coupon (or we'll design one for you for an additional fee). Dimensions will be provided.

BOGO
25% off

Company Name _____
Address _____
Hours: Mon-Fri 7a-6p
Saturday 11am-2pm

Limit one per transaction

FRONT of coupon

BACK OF COUPON

The back of each coupon will be the same. Customer information will be collected along with a question asking if the customer is new, providing easy tracking for you!

Name _____
Email _____
Phone _____

I'm a new customer!

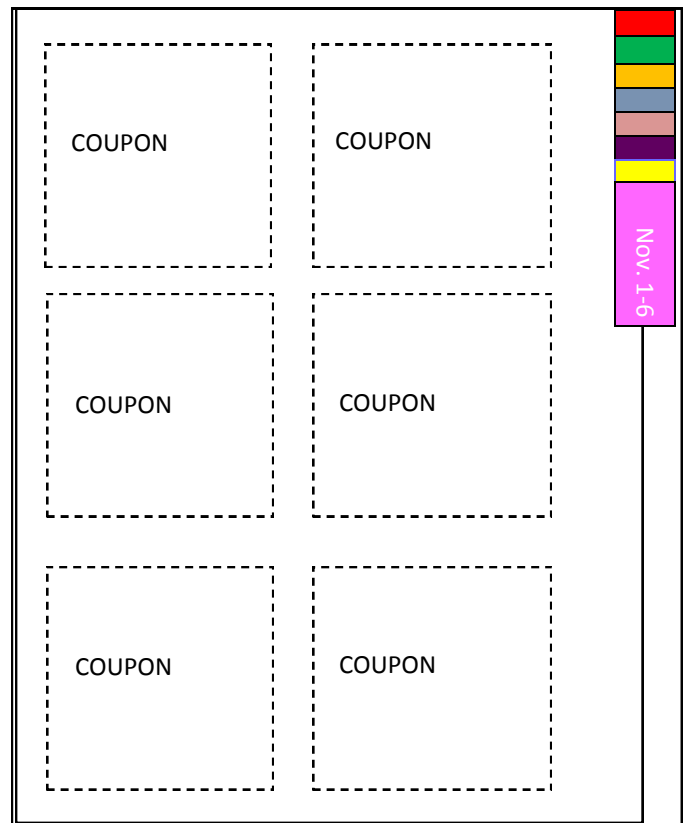
There will be 2 drawings: Dec 1 and Jan 3. Winner will be notified by phone and announced on the ISM FB page

BACK of coupon

WEEKLY PAGE TABS

Each week listed in the coupon book will be color coded and the date added to the colored tab to make it easy for customers to find coupons throughout the holiday season.

COUPON





2011-2012 Commitment Form

Company Name: _____

Contact Name: _____

Phone: _____ **Email:** _____

Monthly Themes:

May: "Mother's Day"	June: "Father's Day"	July: "Backyard BBQ"	August: "Back to School"
September: "Pumpkin Festival"	October: "Happy Fall Y'all"	November: "I Shop Morton Holiday" (coupon booklet)	December: "I Shop Morton Holiday" (coupon booklet)
January: "Happy New You!"	February: "Valentine's Day"	March: "Spring Clean Sweep"	April: "Easter"

SIGN UP TODAY!
(for 1, 2, or 3
months & the I
Shop Morton
Holiday Coupon
Booklet)
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PROMOTION	AMOUNT	TOTAL
Coupon e-blast	FREE	FREE
Level 2: Direct Mail Postcard: Please indicate the Month: _____	\$100	\$
Level 2: Direct Mail Postcard: Please indicate the Month: _____	\$100	\$
Level 2: Direct Mail Postcard: Please indicate the Month: _____	\$100	\$
I Shop Morton Holiday Coupon Book Direct Mail (must be paid by July 1)	\$250	\$
Total Due:		\$

Payment Options

- Cash
- Check (Made payable to Morton Chamber of Commerce)
- Visa/MC _____ exp: _____
- Please Invoice me before each monthly mailer

Three ways to reserve your space by May 27, 2011:

Email: avershaw@mortonillinois.org
 Fax: 263-2401
 Mail: Morton Chamber of Commerce
 c/o I Shop Morton
 415 West Jefferson Street
 Morton, IL 61550

