ARDMORE'S RALLY FOR RESTAURANTS & RETAIL

MERCHANT INFORMATION

The Ardmore Initiative, in response to the COVID-19 business disruption in downtown Ardmore, is running an exciting weekly promotion during the month of April! Beginning Monday, April 6th we will encourage people to order takeout, buy gift cards, virtually shop, and more with a social media and PR campaign. AI will award up to $500 in prizes each week to shoppers! See below for details.

1

CONCEPT

Customers will shop, order takeout, and purchase gift cards from downtown Ardmore merchants during the month of April.

Through a targeted campaign AI will create buzz and reward customers who SHOP SMALL!

2

HOW DO CUSTOMERS ENTER?

Customers snap a photo of the dated, qualifying Ardmore business receipt and email it to info@ardmoreinitiative.org.

Winners will be chosen at random every week and announced on Sunday evening.

3

IMPORTANT DETAILS

This campaign runs Monday-Friday each week in April.

$25 minimum purchase for valid entry with an additional entry for every $25 spent. AI will award up to $500 each week in gift cards to winners!

4

WHAT DO I NEED TO DO?

NOTHING! Continue whatever operating schedule you have in place.

Use this campaign as an opportunity to promote YOUR business via social media and take advantage of the buzz. Share, like, and tag!

5

MARKETING & PROMOTION

This will be an interactive, social media campaign with email and PR support.

Facebook: @DestinationArdmore
Instagram: @DestinationArdmore
Hashtag: #DestinationArdmore
#RallyforArdmore

6

THANK YOU!

This campaign is about YOU. Use it as a platform to engage with your customers, the Destination Ardmore followers, and new prospects!

Questions? Info@ardmoreinitiative.org