

# MONEY ON THE MOUNTAIN CAMPAIGN

## LOCAL CHAMBERS PROMOTE YOUR BUSINESS

The Pinetop-Lakeside, Show Low, Rim Country Regional, Springerville-Eagar, and Snowflake-Taylor Chambers of Commerce along with Spider Trainers have created a new marketing campaign for members. Called the **Money on the Mountain** campaign, it is a dual sweepstakes one for member businesses and one customers of those businesses.

## How Customers Enter

Visitors and locals can submit copies of receipts for purchases they have made in any participating community during the month of October. There is no limit and each submitted receipt for a purchase in their home community will be worth two entries in the sweepstakes and each purchase outside their community will be worth one entry. Participating communities are: Alpine, Concho, Concho Valley, Eagar, Lakeside, Payson, Pine, Pinetop, St. Johns, Show Low, Snowflake, Springerville, Strawberry, Taylor, or White River.

Copies of receipts can be submitted by text, email, upload, mail, fax, or drop off to one of the five participating chambers of commerce.

No purchase is necessary. Customers may also enter the giveaway by using the supplied form to collect stamps from businesses. Each five stamps is worth one sweepstakes entry.

The deadline for submissions is 4 PM on 31 October. We will draw a random winner from all submissions—receipts and stamped forms.

## How “You” Enter

Members who participate by providing a redeemable coupon(s) are automatically entered into a random cash drawing when an entrant submits a receipt from the member’s business.

## Grand Prizes

**Entrant.** A randomly chosen entrant will win a grand prize of \$500 cash plus all the gifts donated by chamber members. The larger this jackpot grows, the more people will enter and the bigger success the campaign will be! Call your local chamber director to add to the prize pool and we will display your logo on the website with a link to your website or other online page.

**Member Business.** A grand prize of \$500 cash will also be awarded to a randomly drawn business.

## Coupons

For additional exposure, we invite you to participate by providing a coupon discount to be displayed on the website. Customers must print your coupon (we will track this data) and present it at time of purchase. You must write their purchase total on the receipt and these will be collected at the end of the contest so we can calculate your chamber membership Marketing Return on Investment (MROI).

## Rules

For complete Money on the Mountain giveaway rules, go to: [www.moneyonthemountain.com/money-on-the-mountain-sweepstakes-rules.html](http://www.moneyonthemountain.com/money-on-the-mountain-sweepstakes-rules.html).

## Marketing

- We will provide you with a flier for your business and stickers you can put on receipts directing customers to [www.moneyonthemountain.com](http://www.moneyonthemountain.com) to enter.
- We will post your logo and prize contribution on the website with a link to your website or Facebook page.
- We will post your logo and coupon to the website and link to a landing page with information about your company and the coupon.

- We will post numerous times each day to Facebook, Pinterest, Twitter, and Instagram. We ask you to share our social postings, which will increase participation.
- We will nationally distribute a press release and expect to receive national coverage for the campaign.
- We will send several emails to members with different participation opportunities.

## Why We Are Doing This

We have several goals for this campaign—but, of course, it’s always about bringing value to our members. Specifically, we want to:

- Increase the chambers’ social-media reach so when we post content more people see, react, and share
- Increase awareness about your business across the state and nation
- Drive *new* traffic to your business
- Collect campaign data to share with you; sparking ideas for your own campaign
- Provide additional value to members; thus attracting new members

We also have quantifiable goals for this campaign:

- Increase Facebook, Twitter, Instagram, and Pinterest followers by 25%
- Collect receipts showing an influenced expenditure of more than \$300,000 during the campaign
- Use coupons, logos, and business information to drive at least five new customers to your business

We’re excited to bring you this event and look forward to your participation and success!



For more information, contact:  
Crystal O’Donnell (928) 367-4290



**Springerville and Eagar**

Chambers of Commerce  
dba Apache County Chambers of Commerce