

Chamber CHOW Marketing Packet



It's your CHOW WEEK! Chamber CHOW is a program for Chamber Member restaurants designed to drive customers to your restaurant. Through a partnership with the Douglas County Sentinel, your restaurant will be featured in the Sunday, Wednesday and Friday issues of the Douglas County Sentinel highlighting a coupon with your deal during your featured week.

What your staff needs to know:

- The coupons can only be redeemed by hard copy – **NO DIGITAL COUPONS ACCEPTED!**
- Please instruct your staff on how you would like to redeem the coupons (special code at the register?)
- Customers can only use ONE coupon per family/table.
- Coupons are valid 30 days after your publication date. Expiration date is on the coupon.

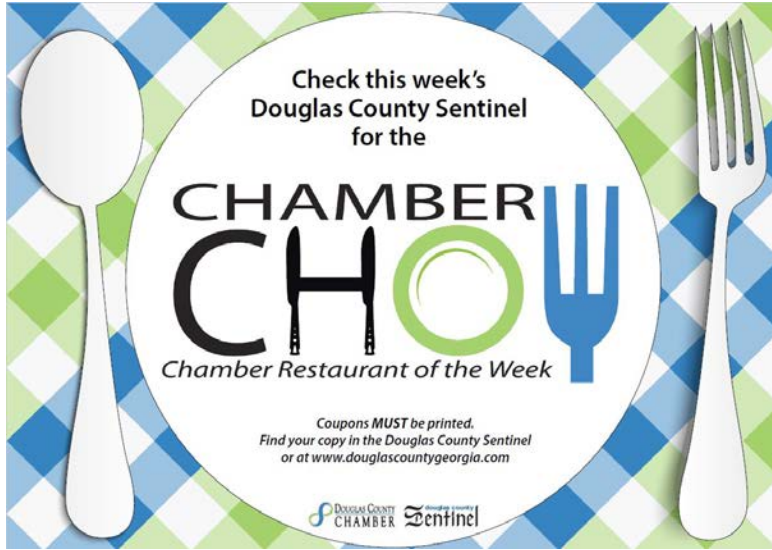
Social Media Instructions:

- Please place the Chamber CHOW image (see attachment) on your social media sites to encourage your followers to participate!
- If you are a “hashtagger”, please use **#chamberchow**
- Tag the DC Chamber in your Chamber CHOW social media posts!
- Follow the DC Chamber:
Facebook: Douglas County Chamber
Twitter: @dc_chamber
Instagram: @douglascountychamber

Promotional Material

Social Media Image

To maintain a consistent marketing scheme, please use the following image when promoting your restaurant during your featured week. Feel free to post other images (food, customers using CHOW coupons, etc.) during the week, in addition to the provided one to help promote your coupon deal!

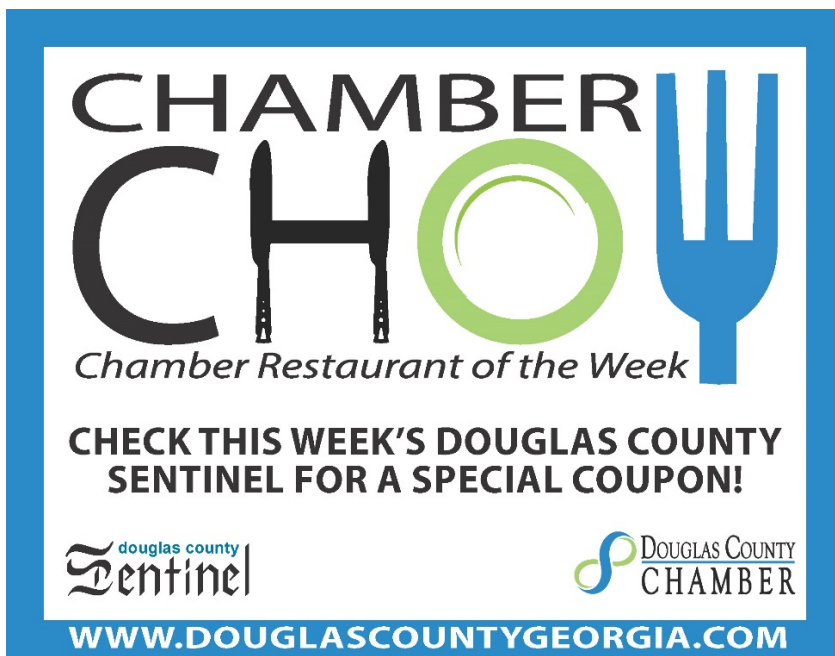


Caption: We are so excited to be this week's featured restaurant for Chamber CHOW! Use your coupon **to receive/for a** INSERT DEAL. Find your coupon in the @Douglas County Sentinel or on the @Douglas County Chamber's website.

Yard Sign

A Chamber staff person or your assigned Chamber Diplomat will deliver a Chamber CHOW yard sign by the Friday **before** your featured week. The sign can be placed in front of your restaurant or in a window. Please place at your discretion. **The Chamber is not responsible for any zoning tickets given by Code Enforcement.**

Example of yard sign:



Stickers

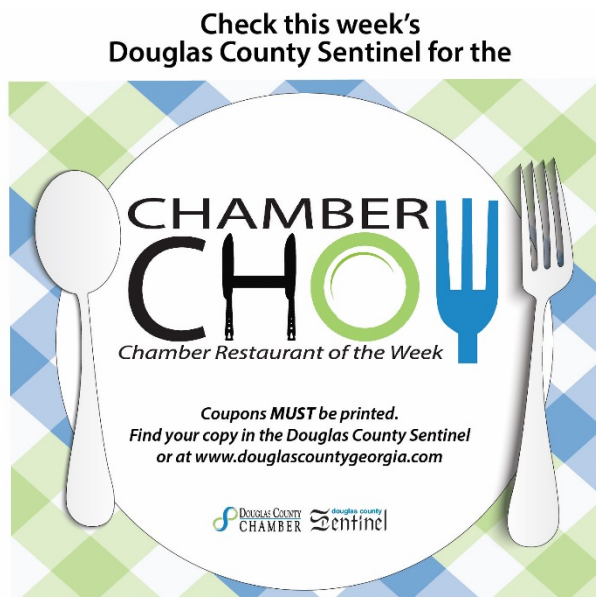
Please encourage your staff to sport the stickers during your week! You may also want to pass them out to your customers to encourage them to participate! The stickers will be dropped off with your CHOW yard sign.

Example of sticker:



In-House Flyer

Please feel free to place these up at your cash registers, on your tables, restroom doors, or wherever you like!



JOIN THE CONVERSATION!

Tag our restaurant AND the Douglas County Chamber on social media when you redeem your Chamber CHOW coupon!



#chamberchow

Please feel free to contact me at 770.942.5022 with any questions. We will be promoting your week on our website, in our monthly newsletter: *Chamber Matters*, in our weekly emails, and on our social media outlets – help us by joining in the fun!

I look forward to working with you!

A handwritten signature in black ink that reads "Whitney Constien". The signature is written in a cursive style and is enclosed within a thin, light-colored rectangular border.

Whitney Constien
Communications Coordinator