



# Shop To Win Business Resource Page

## What is Shop to Win?

Shop to Win is a contest draw created by the Old East Village BIA to encourage shoppers to visit local OEV businesses!

## How to Participate in Shop to Win

- Place the Shop to Win poster in a visible location, either near the cash or on your window
- Post the “We are Participating In Shop to Win” graphic that was emailed to you on your social media
- Place the ballots and the red ballot box somewhere visible in your store
- ANY customer can fill out a ballot, no in-store purchase necessary
- Place the filled out ballots into the red box provided by the BIA

## What's in it for you?

- Customers get the chance to win \$500 Construction Dollars
- Your business will receive all of the demographic data from the ballots to provide you with an in-depth look into your target market to help inform your future marketing
- The business that submits the most ballots will win Construction Dollars

*In order to receive the demographic data, you must submit a minimum of 30 ballots per month*

**There will be TWO draws: One on November 2nd and the other on December 1st. Encourage customers to enter!**

If you run out of ballots and would like more, please call us at 519-645-7662 or email us at [info@oldeastvillage.com](mailto:info@oldeastvillage.com)

