

Your Neighborhood Can Win One Hundred \$25 Gift Cards

The Department of Small Business Services (SBS) is holding a competition among NYC neighborhood organizations to see who can best promote shopping in their neighborhoods on Small Business Saturday, November 26th, 2011. American Express is donating one hundred \$25 gift cards to the winning organization. They are also providing shopping incentives, press, and marketing tools to draw customers to your neighborhoods.

You provide the creativity to use them.

To Participate in the Competition

If you are a BID or Avenue NYC participant: Email us at sbs@sbs.nyc.gov by 11/4/11 with the name of your organization and neighborhood. Include your official Facebook page, Twitter account, and/or YouTube account. If you are doing any email marketing, be sure to add us to your mailing list. If you are using any other marketing channels, please send us copies of everything, or else we will not be able to judge your marketing efforts. If you are a Local Nonprofit Economic Development Organization without Contracts with SBS: *Please see back for instructions.*



Who's Eligible to Participate

Business Improvement Districts, Avenue NYC participants, & Local Nonprofit Economic Development Organizations without contracts with SBS

Judging Criteria

Participants will be judged on their creativity in promoting shopping in their neighborhoods on Small Business Saturday. The winning organization will have marketed shopping in their neighborhood in a way that is:

1. Motivating – motivates business to participate in Small Business Saturday or consumers to shop at business in the neighborhood
2. Engaging – captures audience's attention with visually attractive graphics and/or attention-getting language
3. Innovative – changes the way businesses work together to promote the neighborhood; sparks an ongoing stream of new innovations in businesses in the neighborhood; increases the efficiency of how marketing resources are used

American Express provides free e-marketing, Facebook ads, and more (see the Small Business Saturday Facebook page), but you are not limited to these tools for this competition.

AWARD

Win one hundred \$25 gift cards to distribute in your neighborhood on Small Business Saturday, donated by American Express. The winner will be announced on Tuesday, November 22nd.

To Participate in the Competition if You Are a Local Nonprofit Economic Development Organization without Contracts with SBS:

If your organization does not have a BID or Avenue NYC/CDBG contract with SBS, but *is* a local nonprofit economic development organization operating in one of the five boroughs, please follow the steps below to participate in the “Small Business Sunday” competition:

- Email SBS at sbs@sbs.nyc.gov no later than 10/28/11 to confirm your interest in participating in the competition.
- Include information regarding your marketing efforts, as requested on the front page under “To Participate in the Competition.”
- Attach documentation demonstrating that your organization is a current, active nonprofit economic development organization operating within one of the five boroughs:
 1. Documentation that your nonprofit economic development organization is incorporated as a nonprofit in New York State;
 2. Documentation that your nonprofit economic development organization is compliant with annual State and Federal filing requirements that are pertinent to their type of organization, including New York State Charities Bureau filings.

Note: For the purposes of this competition, “Nonprofit Economic Development Organizations” include local development corporations, merchants associations, and other similarly situated nonprofit organizations. In addition, SBS has the sole discretion to reject organizations who wish to participate in the contest if it is reasonably determined that such organizations do not qualify as nonprofit economic development organization.