

North Platte Area Chamber & Development

SHOP



North Platte
HOLIDAY PROGRAM



presented by



sponsored by

THE NORTH PLATTE
TELEGRAPH

SHOP NORTH PLATTE

Program runs: Tuesday, November 25, 2025 - Tuesday, December 16, 2025

OBJECTIVE: To encourage customer loyalty, retention of sales revenue for participating businesses and to raise public awareness of retail availability in North Platte during the holiday shopping season.

FUNCTION: Participating merchants will distribute numbered tickets to shoppers. One ticket per visit provided on request with NO PURCHASE REQUIRED and one additional ticket provided to customers for each ten-dollar increment of sale with a maximum of 100 tickets per one purchase. Merchants should mark customers' sales receipts so they cannot be used for more tickets. A grand prize of **\$5,000** will be awarded to a shopper through a drawing held **Wednesday evening, December 17, 2025**, need not be present to win. Last day to give out tickets will be Tuesday, December 16, 2025. The left over tickets will be picked up on Wednesday, December 17, 2025, from 8:00 a.m. - 12:00 p.m. This will give the committee and Chamber staff enough time to record the ticket numbers that were not distributed. The winner will have **24 hours** to claim the prize or an alternate number will then be announced. The winning number will be announced by all media and posted on the Chamber's website, social media and front door. If a winner does not claim the prize within **24 hours**, the number will then become void and alternate numbers would be posted each 24 hour period at **5:00 p.m.** (excluding Christmas Eve Day, Christmas Day, New Year's Eve Day and New Year's Day) until a winner has claimed the prize. The Chamber reserves the right to cancel the program, should we not have enough participating businesses. If the program is cancelled the participants will be provided a full refund for cost of the program.

PARTICIPATION COSTS TO BUSINESSES: Costs vary based on Chamber membership and non-members. All participants will receive a poster for their front door or window (to identify them as a participating business), brochures explaining the rules, and **one roll of 2,000 numbered tickets**. Additional rolls of tickets will be available for purchase at **\$20 each**, which will generate revenue for the advertising budget. Typically, most small retailers will only use one roll of tickets provided and the larger, big-box stores will purchase additional rolls. Participants must also agree to maintain a stock of tickets throughout the entire campaign period. Unused rolls of tickets must be returned to the Chamber the day of the drawing. DEADLINE to participate is Friday November 14, 2025.

BUDGET: All funds of the project will be dedicated entirely to the project.

PRIZE ELIGIBILITY RESTRICTIONS: Chamber staff and their immediate family members (dependents living at the same address) are not eligible to win the grand prize. Participating business owners, managers and employees are eligible to win, with the exception of tickets distributed through their own place of business (including other participating locations). A record of the sequence of ticket numbers each participating business receives will be kept by the Chamber. Persons must be at least 18 years of age to participate and win. Governmental or school district purchases will not be eligible for drawings.

LOGO RESTRICTIONS: Only participating merchants will be permitted use of the project's logo, Shop North Platte Holiday Program and related marketing materials.

MARKETING: All participants will receive a poster (1) for their front door or window (to identify them as a participating business), brochures (15) explaining the rules, buttons (2) for employees to wear, cash register signs and a roll (1) of tickets. Additional supplies available by request and additional tickets for purchase. In addition to items for the store, the Chamber does marketing of the program in the community. We do full-color ads in the North Platte Telegraph, T.V. ads, 450+ radio ads, as well as advertising to the over 670 Chamber business members through Chamber publications including websites, social media and email blast radio ads, as well as advertising to the over 670 Chamber business members through Chamber publications including websites, social media and email blasts.

Sponsored By: The North Platte Telegraph Ticket Advertising Sponsors: Eagle Communications, Huskeradio, KNOP TV/Gray Media Support Sponsors: Chamber Hostesses & Visit North Platte



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REGISTRATION FORM

Business Name (as it will appear publicly) _____

Contact Person _____

City, State, Zip _____

Phone _____ Fax _____

Email Address _____

☐ I would like to participate in the second chance drawing (optional). My prize will be:

Number of ticket rolls (2,000 tickets per roll) I'd like to start with:

☐ Chamber Member participation fee is \$75

☐ Non-Chamber Member participation fee is \$125

Signature _____ Date _____

Return Completed Form To:

North Platte Area Chamber & Development

Attn: Shop North Platte Holiday Program

502 South Dewey, North Platte, NE 69101

Questions Contact: Cassie Condon at 308-532-4966 or cassie@nparea.com



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SPONSORSHIP FORM

PRESENTING SPONSOR: **SOLD**

TICKET SPONSOR: \$1,500

-All Ticket Sponsors will receive name mentions for the trade of \$1,500 in advertising on their respective media (radio/tv), social media, and chamber blasts during the length of the program.

SUPPORT SPONSOR: \$250- \$500

-All Support Sponsors will receive name mentions on various advertising pieces during the duration of the program.

Sponsor Level: _____

Signature _____ Date _____

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