

Swan Valley Chamber of Commerce

April Shop Local Promotion



Scratch & Win Contest

During the month of April businesses in the Swan Valley are encouraged to participate in the Chamber's Shop Local Promotion. The promotion is open to all businesses whether or not they are Chamber members.

The contest will be promoted in the Star & Times and on CJ 104 Radio.

Your business will determine when a scratch card is given to a customer. For example you may give a card anytime someone purchases \$10 or more from your store. You are free to determine how exactly you give out cards.

We have printed 20,000 cards and there are 1,000 winning cards. The prizes include \$5, \$10 and \$100 Chamber Bucks, Swan River Mugs and more. Non-winning cards are eligible for the grand prize draw.

Businesses may chose to redeem monetary prizes directly or have winners redeem with the Chamber. Businesses who redeem prizes will be compensated for the winning tickets the same as Chamber Bucks. Mugs, etc must be redeemed with the Chamber. Businesses may chose to host a draw drum for non-winning cards.

Business without 2025 Chamber Membership Receive 25 Cards. FREE

Business with 2025 Membership Receive 150 Cards FREE.

Extra cards may be purchased by any business for 50 cents per card.

While we will attempt to visit many businesses in person we may miss you. To confirm your participation please call (204) 734-3102 or email SwanValleyChamber@gmail.com BEFORE March 24, 2025.

If you need a large amount of extra cards, please let us know sooner so we can order additional cards and arrange extra prizes for those cards.

Can my business participate for free?

Yes—every business can receive 25 free cards and participate. To get more cards you can either pay your membership fee and get 150 or buy extra cards for fifty cents each. Or, do both if you need a lot of cards.

What if I need 10,000 cards for my business?

We need to know how many you need ASAP to order more cards. In this example you would pay \$5,000 for the extra cards and we would add 500 more prizes to the game.

How will this be advertised?

The contest will be promoted in the Star & Times and on CJ 104 Radio. These ads will be generic. Both outlets will be selling ad packages where you can further promote your business. You will also receive posters for your windows so people can see at a glance that they can obtain cards from your business.

Will there be other Chamber promotions this year?

Once we see the success of this promotion we will determine our next plan. Ideally we would like to do one or two more valley wide promotions in 2025.

How can I help decide what promotions should happen?

Buy a Chamber member and come to Chamber meetings. We would love your input.

Can I give someone 25 tickets if they buy a car?

Yes. You determine how many and when you give tickets. You can make any rules you want about how you give them out. We also have some guaranteed win tickets that always win \$100 in Chamber Bucks. We can sell you some of these so that you ensure Very Important Customers are a big winner.

How will you keep these from being litter on the street?

Each ticket has an enter to win form on the back, non-winning cards are to be entered into the draw for the grand prize. This should keep tickets from laying around.

What are the Odds of Winning?

The odds in this contest are 1 in 20 wins. There are 20,000 tickets and 1,000 prizes. If we print more tickets, more prizes will be added. The 50 cents per ticket cost covers the printing but ALSO covers the cost of prizes so that we can add as many tickets as needed.

What is the deadline to redeem?

The grand prize draw is in May. Winning tickets can be redeemed anytime in 2025 but once the grand prize draw is made there will be no way to enter the prize draw with non-winning tickets.

We lost a winning ticket, can we be reimbursed anyway?

No. Your business must turn in winning tickets to the Chamber to be paid. If you lose them you do not get paid. You do not have to redeem at your business, you can instead have winners redeem with the Chamber for physical Chamber Bucks.