

7 January 2016

The Retailer
Mount Isa Community
Mount Isa Q 4825

Dear Retail Community

Building on the success of our 2015 Buy Local Campaign, where we distributed \$25,000 to local shoppers, we are proud to launch our 2016 Buy Local Campaign ***which now includes TV Advertising on Imparja.***

2016 BUY LOCAL CAMPAIGN

**ONE WINNER DRAWN EACH MONTH
FROM FEBRUARY 2016 TO DECEMBER 2016**

**WINNER PRIZE OF \$2,000
Consisting of
\$1000 Buy Local Gift Cards AND
\$1000 In Store Credit / Account *
at the store where entry is drawn.**

Commerce North West looks forward to your support in this great opportunity to encourage local spend.

Please see the next page for your Participation Agreement and Terms and Conditions. Please return the signed forms to me.

Invoices for the campaign will be forwarded on the first working day of each month, with payment due by the last working day.

Yours Sincerely

Sue Wicks
Manager, Commerce North West

*The \$1000 in-store credit is an extra \$1,000 spend in **YOUR** store. If the winning coupon was entered at your business, you set up an account, and the winner can spend up to \$1,000 on that account over a three-month period. This account is then forwarded to Commerce North West for payment monthly.



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2016 BUY LOCAL CAMPAIGN

ONE WINNER DRAWN EACH MONTH
FROM FEBRUARY 2016 TO DECEMBER 2016

WINNER PRIZE OF \$2000

Consisting of \$1000 Buy Local Gift Cards AND \$1000 In Store Credit / Account at the store where entry is drawn.

2016 Buy Local Campaign Participation Rates – AT A GLANCE

	Logo on TV Ad	Name on TV Ad	Logo in Print	Name in Print	Name on Radio	Member Price per month	Non Member Price per month
Members only Bonus 11 month program fully paid up front	✓		✓		✓	\$2750 Once-only	Not Applicable
All participating businesses 11 month program		✓	✓		✓	\$250	\$320
All participating businesses Sign up for a blocked period Eg Feb to Mar Apr to Jun Jul to Sep Oct to Dec)		✓		✓	✓	\$280	\$350
Participate month by month				✓	✓	\$300	\$370

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BUY LOCAL CAMPAIGN 2015 PARTICIPATION AGREEMENT

Business Name (as you want it to appear in advertising)	
Contact Name	
Phone	
Email	
Website or Facebook Page	

I confirm that the above business will participate in the **Commerce North West 2016 Buy Local Campaign** for the following period:

Participation Period	Member's Monthly Price (excl GST)	Non-Member's Monthly Price (excl GST)
<input type="checkbox"/> Full 11 month package – invoiced monthly	\$250 *	\$320 **
<input type="checkbox"/> February and March ***	\$280	\$350
<input type="checkbox"/> April to June ***	\$280	\$350
<input type="checkbox"/> July to September ***	\$280	\$350
<input type="checkbox"/> October to December ***	\$280	\$350
<input type="checkbox"/> One month only **** please specify which month	\$300	\$370

* Members Only Bonus – pay up front for full program and have your logo included in TV Advertising;

** includes your logo in Print Advertising; and business name in TV and Radio

*** includes business name in TV Advertising, Print and Radio

**** Includes business name in Print and Radio only (no TV Advertising)

By agreeing to participate, I also sign and accept the Terms and Conditions attached.

Signature:

Name: **Date:**

Please return the completed form to Sue Wicks by the 20th of each month to confirm your participation for the following month.

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BUY LOCAL CAMPAIGN 2016

TERMS AND CONDITIONS

Commerce North West welcomes your participation in the
2016 BUY LOCAL CAMPAIGN

- ❖ To enter the draw for the \$2000, a shopper must spend \$100 in your store, in a single transaction;
- ❖ The maximum number of entries per person per store is 5 for each day;
- ❖ Entries are valid for the month of purchase only – cannot be carried over to the next month;
- ❖ All entries from all Participating Businesses will be gathered; and one entry drawn each month;
- ❖ Staff at Participating Businesses are excluded from participating in the program at their own place of work, but can participate in the program at other Participating Businesses.

Promotion:

Imparja Television Advertising

- ❖ A series of 15-second TV commercials will be created and shown on Imparja / GO / GEM with 160 spots (in total) per month.
- ❖ Should participating business numbers reach 30; the TV Ad will increase to a 30-second spot.
- ❖ The ad will highlight the Buy Local Campaign for our region. Your business name will be included if you sign up for a blocked period (eg Feb to Dec OR Feb to Mar | Apr to Jun | Jul to Sep | Oct to Dec)
- ❖ **Members' Bonus:** Pay the full 11 month program fee up front and have your **logo** included in this TV Advertising for the full period.

Hot FM Radio

- ❖ Minimum of 50 spots per month plus fillers (potentially 100 airings per month);
- ❖ Four different commercials, rotated equally throughout the air time.
- ❖ Ad updated monthly to reflect changes in Participating Businesses

North West Star

- ❖ ½ page ad in Saturday edition of the North West Star; ¼ page ad in either Tuesday or Thursday edition;
- ❖ Ad to be updated monthly to reflect Participating Businesses.
- ❖ Bonus (all businesses eligible): Sign up for the full 11 months and have your **logo** included in this Print Advertising.

Social Media and Poster

- ❖ A poster / flyer will be created and distributed through Facebook, the primary source of social media utilised in Mount Isa. This flyer will be able to be shared on your own social media networks.
- ❖ Businesses are encouraged to promote the campaign on your websites and social media pages, as well as in store.

Commerce North West will:

- ❖ Design and provide posters for display in your store, and for use in social media;
- ❖ Provide an entry box and entry forms for each store; displaying terms and conditions;
- ❖ Empty the entry box on the first working day of each month;
- ❖ Cover the cost of all radio advertising with Hot FM;
- ❖ Cover the cost of all print advertising with the North West Star;
- ❖ Cover the cost of all TV advertising with Imparja;
- ❖ Draw the winner of the prize as soon as practicable – close to the 1st working day of the month;
- ❖ Contact the winner and arrange media story and photo shoot in the Participating Business's premises;
- ❖ Pay the Winner with \$1000 in Buy Local Gift Cards;
- ❖ Reimburse the Winning business with in-store spend to the value of \$1000 over three months;
- ❖ Invoice each Participating Business on the first working day of the month.

Participating Businesses will:

1. Validate each entry for minimum spend, and initial the entry form before placing it in the entry box.
2. Monitor the number of entries to ensure maximum of 5 entries per customer per month.
3. Promote the campaign at each opportunity.
4. Ensure payment of each invoice is received by Commerce North West by the last working day of that month.

Agreement:

- ❖ Any Participating Business that does not pay their invoice by the last day of the month will be excluded from participating in the following month's promotion.
- ❖ By the 20th day of each month, Commerce North West will review participation rates for this campaign. Should there be a month with an insufficient number of Participating Businesses to cover costs, the campaign will not proceed for that month only. No moneys will be payable by Participating Businesses in this instance.
- ❖ By signing the Participation Agreement, the parties agree to the above.