



Highland *for the* Holidays

November 15 - December 15



Consumers

Pick up a passport at any participating business.

Visit the businesses listed & get your passport stamped. While you're there, if you find something you like, you'll get an extra stamp in your passport for making a purchase. Extra stamps = extra entries into the prize drawing!

Return completed passport to any participating business.

Completed passports will be entered into drawing for prizes. Winners will be announced and posted on Chamber Facebook page.

Participating Businesses

No cost to participate. Simply let the Chamber know you want to be on the list.

If you are able, please donate a prize to incentivize participation.

Set out passports (provided by the Chamber) on your checkout counter or another highly visible surface & encourage participation!

Ensure all staff know what to stamp the passport with; 1 stamp for a visit, a second stamp for a purchase.

Non-Participating Businesses

If you do not want to be a stop on the passport, but would like to support the "Highland for the Holidays" effort, here's some ideas.

+ Use your social media pages to promote the program.

+ Donate a prize!

+ Be a consumer and participate in the passport challenge.

+ Make it a goal during the program time period to post on another small businesses social media page once a day. Comments go a long way in boosting the visual algorithm Facebook puts on Business Pages.