



## SHOPSF – GET MORE 2010

Any business located in San Francisco can participate in the third annual *Shop SF - Get More* campaign, a city-wide promotion designed to encourage residents of San Francisco and the Bay Area to shop, dine, play and stay in San Francisco this winter.

You can participate by offering compelling discounts or extra values to Bay Area shoppers. These offers will be posted on the SF Convention & Visitors Bureau (SFCVB) website at [www.onlyinsanfrancisco.com/shopsf](http://www.onlyinsanfrancisco.com/shopsf) and marketed to Bay Area residents. A downloadable/printable coupon will be provided for each offer.

Part of the promotion is “Show Your ZIP.” Bay Area residents are invited to show their ZIP Code (with or without a coupon) at participating businesses to receive the discount or added value.

This year, a new *Shop SF – Get More Savings Pass* will be available to guests at participating San Francisco hotels. Hotel guests can show the card to receive the special “Show Your ZIP” offer.

## PROMOTE YOUR BUSINESS

The *ShopSF - Get More* campaign will be widely promoted across many different media, including:

- BART and MUNI advertising
- TV, Radio and Print
- Mobile Spinach – delivering offers by text
- A new *ShopSF - Get More* mobile iPhone application (thanks to our partner HearPlanet)
- Yelp

The campaign will drive traffic to the website and other social media venues and encourage consumers to spend their dollars with local merchants, including yours!

## HOW TO PARTICIPATE

### STEP 1 Determine a Discount

We recommend providing a discount of no less than 15% and keeping the offer as simple and as straightforward as possible. Promotions like “Buy one, get one free”; “Gift with purchase”; “Free glass of wine with purchase of appetizer”; “20% off selected items”; and discounts on certain days of the week or during certain hours of the day are also encouraged. The more compelling the discount, the more promotion it will receive. *Please note that offers must be valid from November 15, 2010, through January 31, 2011.*

**STEP 2 Register at [www.onlyinsanfrancisco.com/shopsfregister](http://www.onlyinsanfrancisco.com/shopsfregister) by Friday, October 8, 2010.** All offers will be posted by November 15, 2010.

### STEP 3 Train Your Employees

Familiarize your employees with your promotion and the *ShopSF - Get More* program details.

### STEP 4 Post the *ShopSF - Get More* Merchant Sign

You will receive a 4” x 6” window sign to place in your window store front. This poster will identify you as a participating *ShopSF - Get More* merchant.

### STEP 5 Reward Your Customers with the Offer

Provide the offer to the customer upon presentation of one of the following:

- A *ShopSF - Get More* Savings Pass from a hotel guest
- A Show Your ZIP coupon and/or ZIP Code from the nine Bay Area counties (94000 through 95100). We suggest that you be liberal with the types of identification you will accept – driver’s license, business card, passport, printed check, pay stub, utility bill, etc.
- A texted offer from Mobile Spinach

