

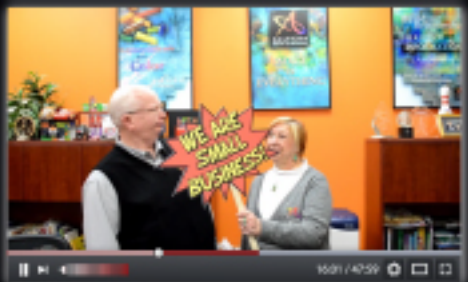


Western DuPage



Chamber of Commerce

## WE REACHED OVER 92,134 PEOPLE IN 2022!



We are offering you an outstanding opportunity to promote your business via Facebook! This successful promotion has been in the working for five years and has reached 363,466 people in the area; 92,134 just in 2022 alone. We are repeating this program again for members who wish to get the greatest exposure to member businesses and especially the public.

### WHAT'S INCLUDED? **JUST \$150.00**

- We will produce a 40 - 60 sec. video showcasing your business.
- For a 48 hour period, we will highlight your video on our Facebook page for the general public and followers.
- You keep the video to promote on your Facebook page or other social media outlets after launching.

### WHAT'S NEEDED?

- Your time to record a video on what makes your business special & unique!
- Raffle item(s) to be randomly raffled off to someone who "LIKED" your video within the 48 hour window which gives you even more visibility and greatly increases popularity!

### HOW IT WORKS?

Every 48 hours until December 23, a video will be posted. After 48 hours, a drawing will be held for YOUR raffle item. Your chamber has also purchased a LARGE SCREEN TV which will be raffled off on December 23 to ONE lucky winner who "SHARED" any of the Small Business videos - just in time for the holidays!

CONTACT US TODAY TO RESERVE YOUR SPOT! 630-231-3003 **SPOTS ARE LIMITED!**

# Yes, Sign Me Up!

## Shop Small 2023

Western DuPage Chamber of Commerce  
306 Main Street, West Chicago, IL 60185  
630-231-3003



**\*Note: This will work on a first come, first served basis.**

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Alt Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_

TOTAL COST **\$150**

Raffle Item(s): \_\_\_\_\_

Dates to Schedule \_\_\_\_\_

Video Production: \_\_\_\_\_ Date #2 \_\_\_\_\_

*Note: Expect an hour of recording time.*

Date #3 \_\_\_\_\_

Payment

Check     Credit Card     Cash

Credit Card *(circle)*

Card Number \_\_\_\_\_

Exp Date \_\_\_\_\_ CVS (code on back of card) \_\_\_\_\_

Billing Name \_\_\_\_\_

Billing Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

I authorize Western DuPage Chamber of Commerce to charge the above credit card for the amount noted above

Cardholder Name *(printed)* \_\_\_\_\_ Date \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

There are only 18 spots available and 9 have already been taken, leaving only 9 available. We will be starting **Friday, November 17th** so act fast before they are gone.

*Please note: once your credit card is processed for payment, no portion of the credit card information is ever retained for our records.*



## Helpful Tips & Recommendations

When considering a video highlighting your business, take into account some of these helpful tips and suggestions below. Here are some bullet points to consider when making a video.

1. Ask yourself, what message that's important to your business that you want the public to know about you?
2. Why should people walk into your office or even think about picking up the phone or looking your business up on-line
3. The public would expect that you are great at what you do, but what makes you different?
4. A 60 second commercial goes by quickly and you only have about 3 to 5 seconds to grab their attention. How do you wish to capture the audience's attention?
5. Do you want to speak during the entire video, or do you want photos or graphs included?

Here are some suggestions when preparing.

1. Produce yourself a script of what you would like to say during your video commercial and time yourself to stay within a 60 second timeline.
2. Most videos will have an introduction portion with your logo, full name, and title.
3. Grab photos or short video clips before recording that you want to have included.
  - Photos must be high resolution and not pix-elated (300 dpi or better).
  - The company logo in a vector file format is preferred or high-resolution JPEG or PNG.
  - Any video format must be MP4 format and not to exceed 30 seconds.
4. **If you already have a professional commercial and wish to use this instead, you're welcome to do so.**
5. Think about what you want to raffle off. This can be one or multiple items offered to the public. In the time this program has operated, there has been an increase in activity and visibility when multiple items are raffled off. However, **multiple items are not required**, and we encourage you to visit our on-line business directory to **do business with members**. Below are some suggestions.

- Purchase a Gift Card or Cards.
- Create a Gift Basket with multiple items promoting your business.
- Offer a Gift Certificate for services or a special offer.
- Offer a special item or items. Others have offered tickets to games, an Echo Show, backpack coolers, and even bird houses.
- Most videos produced will be templates due to turn around time needed. Since the Chamber isn't a professional recording studio, we will make every attempt to produce a quality video by providing proof before launching the video. We ask not to make any extreme requests for video production due to equipment needed or skillsets required.

### Template Structure

1. All videos will have the Shop Small Introduction.
2. Almost all videos will have an introduction lead in that shows the speaker with logo, name, and title.
3. There will be roughly 30 seconds in which will have you speaking, photos, or videos while you're speaking. This section will be the creative portion of your video and the message you wish to send.
4. All videos will have a 5 second ending which will highlight your company logo, the Shop Small logo, and your contact information.