

BLUE LINE EXPRESS



October 1, 2020 – December 31, 2020

Dear Local Business:

The year 2020 has been riddled with great challenges and even greater opportunities for businesses. We have heard from many local businesses about the creative and innovative ideas that they have used to adjust to our NEW NORMAL. We are pleased to announce our 2nd annual SHOP LOCAL & WIN BIG CAMPAIGN. While we have made some adjustments to this year's campaign, we are totally committed to doing our best to help drive business back into your online and/or brick & mortar doors with our 2020 GET ON BOARD the Blue Line Express!!

We completely understand that each business is at a different stage in their business life cycle, therefore we have provided a few low-cost options that you can choose from to promote your business.

\$25 | Advertise Only

You supply an ad and we will post it for the entire month of October, November or December on our 2020 Shop Local Blue Line Express Landing Page (SouthHillsDeals.com). Submit your ad at admin@bpchamber.org.

\$45 | I'm On Board

Whether you are an online or brick & mortar business, let us help drive business into your doors by getting on Board the Blue Line Express during this 2020 Shop Local Campaign. ALL PARTICIPATING BUSINESSES are asked to donate a gift card/certificate valued at not less than \$10 for weekly prizes and campaign grand prize winners. This will help to ensure a return visit.

Enclosed you will find a FAQ sheet and Sponsor Opportunities.

Go to <https://www.bpchamber.org/event-3968843> to GET ON BOARD TODAY!!

Please contact Connie Ruhl at chruhl@verizon.net or 412-719-6761 with any questions.

Sincerely,

The 2020 Shop Local – Blue Line Express Committee

BLUE LINE EXPRESS

Committee Members

RICHARD DAVIS
Manager
Office Depot

CHARLES DINOVI
Owner
Save Here Today

STEPHANIE DIPAOLO
Director of Marketing
Voci Technologies, Inc.

DIANE FORD
President/CEO
VIP Administrative Services

SOPHIA GETCHELL
Owner
UPS Store, South Park Shops

DEBBY HERMAN
Owner
LilDebby's Delights

KRISTA MOSHER
Keystone Community
Coordinator
*Castle Shannon
Revitalization Corporation*

SALLIE PAGANO
Realtor
Coldwell Banker

KATHY OLDAKER
Owner
Dynamic Systems

CONNIE RUHL
Executive Director
Bethel Park Chamber

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Campaign - Sponsor Opportunities

\$500 Sponsor | CONDUCTOR LEVEL

- \$100 credit toward your annual membership
- Logo & Listing on all promotional items including BPCC website (bpchamber.org), online Shop Local Directory and southhillsdeals.com
- Coupon on southhillsdeals.com (you provide)
- Sponsorship Level Recognition on bpchamber.org and southhillsdeals.com
- Sponsor Spotlight on BPTV, YouTube and Facebook Live

\$325 Sponsor | ROUNDTRIP LEVEL

- Logo on all promotional items including BPCC website (bpchamber.org), online Shop Local Directory and southhillsdeal.com
- Coupon on southhillsdeals.com (you provide)
- Sponsorship Level Recognition on bpchamber.org and southhillsdeals.com
- Sponsor Spotlight on BPTV, YouTube and Facebook Live

\$175 Sponsor | TRANSFER LEVEL

- Logo and listing in online Shop Local Directory
- Sponsorship Level Recognition on bpchamber.org and southhillsdeals.com

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Campaign - Frequently Asked Questions

What is Get on BOARD the Blue Line Express?

The Bethel Park Chamber has the pleasure of serving businesses in Castle Shannon, Bethel Park and South Park, these three communities are connected by the Blue Line "T". As many of our member and not yet member businesses are re-opening their doors to receive customers, we are excited to share some wonderful opportunities to Get on BOARD the Blue Line Express. Our goal is to help drive business back into your doors during the expanded 2020 Shop Local Campaign by offering advertising, promotional and sponsorship opportunities. This initiative will be marketed to the general public via the Chamber website, BPTV, our Shop Local Page (SouthHillsDeals.com), direct mail, eblasts, Facebook Ads, social media, print media and at local libraries.

How much does it cost to Get on BOARD the Blue Line Express?

There are three ways you can choose to participate:

| | |
|---------------|--|
| \$25 | Advertise Only – <i>monthly investment</i> |
| \$45 | Get On Board |
| \$175 - \$500 | Sponsorship Opportunities |

How does it work?

1. Local Businesses will register to Get on BOARD the Blue Line Express.
2. Local Businesses will donate a gift card/certificate to the Bethel Park Chamber at a value not less than \$10 for weekly and grand prize drawings.
3. The Bethel Park Chamber will introduce Participating Businesses on social media, the Chamber website, BPTV, YouTube and/or print media to help drive traffic to your doors.
4. Shopper(s) will make purchases at a minimum of five (5) Blue Line Express Participating Businesses listed in the online directory and/or located in Bethel Park, Castle Shannon and South Park either online or at their brick & mortar locations.
5. Shopper(s) will post five (5) photos on the Bethel Park Chamber Facebook Page or contact the Chamber after shopping at a minimum of five (5) Participating Businesses.
6. Shopper(s) will be entered into the weekly and grand prize drawings.
7. Campaign runs from October 1 - December 31.
8. Grand Prize Winner will be announced the first week in January 2021.

Why should I participate?

1. Various incentives include increased customer awareness of your business
2. Incentive for new customers to frequent your business
3. The program provides visibility which can give you an edge over your competition.