

An invitation to Sandpoint businesses: Join the 'Genuine Sandpoint' campaign

With the goal of educating and inspiring residents to support local businesses, the DSBA's Sandpoint Forward initiative has launched a new "buy local" program.

Currently under way as an educational and outreach campaign to shoppers during the 2011 holiday season, longer term the '**Genuine Sandpoint**' campaign will focus on several areas as it continues in 2012.



- **Education.** Information on the range of goods and services available in Sandpoint, reminding residents of the variety and benefits of local shopping.
- **Promotion.** Promotional events, advertising and social media to inspire local buying.
- **Benefits.** Area businesses may wish to offer discounts and specials. A "Buy Local" shopping day is under consideration for early 2012, as well as a common gift card and programs to support locally produced foods and goods.

Want to support the 'Genuine Sandpoint' effort?

Here's how local businesses can take part:

- **Display the Genuine Sandpoint logo** in your establishment.
- **Add the logo to your own website** and Facebook pages. Also be sure to "like" the Genuine Sandpoint Facebook page. Digital copies of the logo are available at www.GenuineSandpoint.com.
- **Get involved.** E-mail us to get on our mailing list. Give us your ideas! We'll keep you apprised of meetings and plans.

FOR MORE INFORMATION, CONTACT:

Marcy Timblin, DSBA manager

208-255-1876 or info@downtownsandpoint.com



'Genuine Sandpoint' advertising and public relations campaign

The public relations and marketing campaign is already underway to reinforce the "Buy local, be local" message during this 2011 holiday shopping season.

Marketing and PR to date

Story in Daily Bee (Nov. 20, 2011)

Story in Sandpoint Reader (Nov. 16, 2011)

Story in December Bonner BIZ (Nov. 23, 2011)

Story in December River Journal

SandpointOnline.com home page (Nov. 21-Dec. 12; donated)

Promotion in Town Crier newsletter 11/22, 11/29

DowntownSandpoint.com home page (Nov. 21-onward)

Web page <GenuineSandpoint.com>.

- Pitch to consumers with Top 10 reasons to buy locally

- Links to stories, PR

- Gift shopping ideas

Ad in Daily Bee (quarter page, Nov. 23)

Ad in Sandpoint Reader (quarter page, Dec. 1)

Radio spots on local channel 95.3 KPND

Round 6-inch color logos for businesses to display

Genuine Sandpoint Facebook page

Additional marketing in December

Promotion in DSBA newsletter 2-4 times

Promo in Town Crier newsletter 12/6(donated)

Promo in Sandpoint Chamber newsletter, 11/21 and more

Genuine Sandpoint logo in weekly Christmas ad spread in Bee

Continuing radio spots 95.3 KPND

Facebook, website updates

Local businesses: Help reinforce our message!

- Add the 'Genuine Sandpoint' logo to your website
- Post logo, info on your Facebook, Twitter accounts
- Display the logo, info at your place of business
- Get involved as we expand programs in 2012!