



North West Country Christmas Promotion Guidelines

Please find the following material in your Kit:

- A full **set of instructions** and rules on the latest promotion (below).
- 1 x **A5 sized poster** and **A5 plastic holder** for the shop counter.
- 1 x **A4 sized poster** for shop window display.
- 2 x **entry forms** pads.
- A large **blue envelope** to keep completed entry forms.

Your Instructions:

1. Customers must spend a minimum of \$10 in one transaction.
2. Only one entry per transaction.
3. Entries only accepted on an official entry form.
4. No dockets need to be attached. Just ensure that a staff member signs the form and ticks the validated box.
5. Place completed entry forms into the blue envelope for collection.
6. Staff cannot enter for purchases made in the business they work in. If they make a purchase in another business, however, then they are treated as any other customer and can enter at that store.
7. There is one main prize to be won – a skydive package from Skydive Auckland including a 16,500ft skydive, and photo and video package worth over \$700. Runner up prizes include family passes to Parakai Springs, and an Osteopathy treatment from The Body Clinic, Kumeu.
8. Promotion Begins on Monday, 21st November - **all stands and posters must be up by noon** on this date.
9. Closes on Sunday, 4th December 5pm. (Usually approx. 2 weeks)
10. Drawn on 7th December. The winner will be notified by phone and the winners details will be posted on the North West District Business Association's website and Facebook.

How you can make it really work for your business?

1. Ensure that all customers are told about the promotion
2. Tell all your customers even if they don't qualify, they may come back later and make a qualifying purchase, or encourage them to increase their spend to qualify.
3. Make sure you clearly display the window and counter top posters so shoppers know your shop is involved in the competition.

Some housekeeping

1. If you need more entry forms, or have any questions contact Jenny at: info@northwestbusiness.co.nz.
2. On Monday 5th / Tuesday 6th December, all the promotional kits will be collected starting at 9am. Please make sure that staff on duty that day has the pack ready for collection – any that are not may miss out on going in the draw.
3. Remember to write the name of your business on the form, so we can acknowledge the winner came from your store.