

SHOP ARLINGTON Promotional Campaign

SHOP ARLINGTON Passport Game Instructions:

- The Town is starting a SHOP ARLINGTON promotional campaign to increase business activity in the commercial districts after the harsh winter we just endured.
- SHOP ARLINGTON runs from April 16th to May 19th.
- The SHOP ARLINGTON passport game is a vital part of this effort.
- SHOP ARLINGTON passport cards are free for customers to fill out when they purchase goods or services at your establishment.
 - If a customer presents a passport card to your staff when paying for purchases, simply have an employee mark a box on the card by writing the name of your establishment, along with their first name and first letter of their last name in that box.
 - There is no cost to you the business owner or the customer for playing the SHOP ARLINGTON passport game.
 - Don't be surprised if you see customers taking photos of themselves in front of your restaurant after they have their SHOP ARLINGTON passports initialized. It is a requirement of the passport game.
- Customers who get three or more boxes filled from different local businesses have a chance to win great prizes!
- Please contact Ted Fields, Economic Development Planner, at 781.316.3095 or tfields@town.arlington.ma.us for more information on the SHOP ARLINGTON campaign.

EXAMPLE: The sample passport below is marked with the business name and the first name and first letter of the last name of an employee after the customer pays their bill.

Before signing:

After signing:

#ShopArlington to Support Local Business While Winning Great Prizes!
 What a winter! Please help Arlington businesses recover by visiting local establishments when you shop, dine or go out for entertainment. Follow the directions below for a chance to win great prizes when you patronize Arlington businesses.

A. Shop or dine at a local business in Arlington. **B.** Have staff sign a box below the commercial district where the business is located. **C.** Collect signatures from at least 3 separate businesses to earn 1 entry in the **Shop Arlington Raffle**. 9 signatures earn you 6 entries! **D.** Take a picture of yourself in front of at least 1 business and tweet, Instagram or Facebook a picture using the hashtag **#ShopArlington**. Please tag the business you are visiting as well! Attach a copy of a receipt from a local business to your card if you cannot take a picture. **E.** Drop off or mail this card to the Arlington Planning Department at Town Hall Annex, 730 Massachusetts Avenue by 9pm on May 19, 2015.

		
Arlington Heights	Arlington Center	East Arlington
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Store Name - Dave L	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>