



September 13, 2024

Dear Leeds Business Owner,

The holiday season is upon us, and the Leeds Area Chamber of Commerce is gearing up for two powerful city-wide campaigns designed to boost your business and drive local sales!

Here's what's coming your way:

- **Leeds Blue Light Weekend (December 13-15, 2024)** – A city-wide shopping event packed with exclusive “Blue Light Deals” to ignite excitement and draw crowds.
- **Shop Local and Win Campaign (November 1-December 25, 2024)** – A fun, engaging way to reward shoppers for choosing Leeds businesses.
- **Small Business Season (November 1-December 31, 2024)** – A movement designed to spotlight and support small businesses in the community.

But that's not all! These campaigns are part of a larger holiday push to keep Leeds top-of-mind during key shopping and event dates:

- Howlin on the Parkway Parade & Howl-O-Ween Festival – October 5
- Downtown Trick or Treat (October 31)
- City of Valor Veteran’s Day Events (November 11)
- Downtown Tree Lighting (November 21)
- Black Friday (November 29)
- Small Business Saturday (November 30)
- Cyber Monday (December 2)

Why Get Involved?

Leeds Blue Light Weekend is more than just another event—it’s an opportunity to:

- Boost your sales during peak holiday shopping.
- Attract new customers with unique deals and promotions.
- Showcase your business as part of our city-wide campaigns.
- Position your business as a vital part of our community.

Blue Light Weekend, established in 2007 by Tena Payne, owner of Earthborn Studios and Earthborn Pottery, began as a unique destination shopping event. Over the years, it has evolved into an annual tradition, attracting thousands of visitors. Now, this beloved event is expanding city-wide!

Blue Light Event Highlights:

- Christmas Parade and Mistletoe on Main (December 13)
- Exclusive "Blue Light Deals" city-wide (December 14-15)
- Special experiences like Selfie Stations, Gift Wrapping, and more!
- Non-retail "Christmas Stations" to increase the festive holiday experience

Shop Local and Win also offers shoppers a chance to win big by shopping in Leeds between November 1 and December 25, with points earned for purchases. Only Chamber members may donate prizes and winners will pick up their prizes at the donor business—meaning more foot traffic to your location!

Small Business season will capture holiday shopping momentum and channel it into business success as the Leeds Area Chamber of Commerce shares images on social media each workday and articles that can be shared in your newsletter, blog, and social sites.

How Can You Participate?

Get creative! Offer a unique "Blue Light" deal, host a holiday event, donate a door prize, become an event sponsor or sponsor part of the festivities. More information is forthcoming and the Chamber website will feature a full description of these campaigns and ideas to make your participation a success at <https://LeedsAreaChamber.com>. Business participation is not limited to Leeds retail and restaurant community. We invite local service providers, corporations and industries to participate by offering special promotions or hosting in-store events. If your retail business is not open on Saturday or Sunday, we invite you to consider opening during Blue Light Weekend to incoming foot traffic. We also ask that you share our images and posts on your social media for all three campaigns to help the public see them.

Don't Miss Out!

Promotion of these campaigns to the public will begin in early October, so now is the time to get involved. Contact Dona Bonnett at 256.345.3993 / dona@adrbms.com or Diane Poole at 205.478.2469 / diane.leedsareachamber@gmail.com as soon as possible to confirm your participation.

Let's come together to create an unforgettable holiday season and support our local businesses!

Sincerely,

Leeds Area Chamber of Commerce

Leeds Area Chamber of Commerce

P.S. Ask us about our 4th Quarter Chamber Membership Special for future members!