

Lake Street Loyalty Challenge 2023 Toolkit

Below are high-level talking points, sample social media content, and email copy for you to use as a starting point in your Lake Street Loyalty Challenge promotion. Please tailor this template copy to suit your business's style and voice.

If you have any questions about promoting this challenge, please contact Marie Campos, Communications & Marketing Coordinator at socialmedia@visitlakestreet.com

High-level talking points

Below are high-level talking points about Visit Lake Street that you are welcome to use as a starting point for any marketing or communications materials.

About Visit Lake Street

- Lake Street Council 501(c)(3) engages, serves, and advocates for the Lake Street business community in Minneapolis to ensure the vitality and prosperity of the commercial corridor.
- The Lake Street corridor is defined as the West River Parkway on the east, 26th Street on the north, the border of Minneapolis and St. Louis Park on the west, and 34th Street on the south.
- Visit Lake Street is a customer-facing initiative of the Lake Street Council.

About the Lake Street Loyalty Challenge

- Visit Lake Street successfully hosted the first Lake Street Loyalty Challenge in 2021. With over 400 participants, the challenge rewarded over \$10,000 in purchases at Lake Street's businesses.
- The Lake Street Loyalty Challenge runs from November 15, 2023 to December 15, 2023.
- To participate, customers must:
 - Spend a minimum of \$15.00 in a single purchase at a small business within the Lake Street corridor between November 15, 2023, to December 15, 2023.
 - Upload the receipt to the Lake Street Loyalty Challenge page:
<https://www.visitlakestreet.com/lake-street-loyalty>
 - Provide a valid mailing address and contact information
- Customers with approved purchases will receive one \$15 gift card from one of six businesses.
- If the customer submission is insufficient, they will be contacted by Visit Lake Street via email
- All prizes will be mailed by December 22, 2023.
- Limit one gift card per customer.

- One grand prize winner will be selected from the pool of eligible customers. The grand prize winner will be contacted directly. If the first grand prize winner selected is unable to claim their prize (ex: prize is mailed back or undeliverable) a second grand prize winner will be chosen until the prize is successfully claimed.

Template social media copy

Graphics are available for download at <https://www.visitlakestreet.com/business-blog/loyalty2023-toolkit>

Template social media copy

Facebook Template

As a business within the gift card prize pool or grand prize pool:

Earn a [INSERT BUSINESS NAME HERE] gift card!

Simply spend at least \$15 with us between now and December 15, 2023 and then upload your receipt to bit.ly/lakestreetloyalty

[TAG @Visit Lake Street or @Lake Street Mpls] will mail you one \$15 gift card to spend with us again or at a neighboring small, locally owned business in the Lake Street corridor!

Each participant will also be entered to win an additional \$500 grand prize.

Limit 1 \$15 gift card per participant. The deadline to submit is Friday, December 15, 2023, at 11:59 pm CST. View full rules & regulations on Visit Lake Street's website.

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As a supporting business or entity:

Earn a \$15 gift card!

Simply spend at least \$15 at a small, locally owned business in the Lake Street corridor then upload your receipt to bit.ly/lakestreetloyalty

[TAG @Visit Lake Street or @Lake Street Mpls] will mail you one \$15 gift card to a small, locally owned business in the Lake Street corridor!

Each participant will also be entered to win an additional \$500 grand prize.

Limit 1 \$15 gift card per participant. The deadline to submit is this Friday, December 15, 2023, at 11:59 pm CST. View full rules & regulations on Visit Lake Street's website.

Twitter/X/Threads Template

As a business within the gift card prize pool or grand prize pool:

Upload a recent [INSERT BUSINESS NAME] \$15 receipt and [TAG @VisitLakeStreet] will mail you a gift card to spend at a small, local business within the Lake Street corridor!

bit.ly/lakestreetloyalty

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As a supporting business or entity:

Upload a recent \$15 receipt from a small business within the Lake Street corridor and [TAG @VisitLakeStreet] will mail you a \$15 gift card to another local Lake Street business!

bit.ly/lakestreetloyalty

Instagram Template

As a business within the gift card prize or grand prize:

Earn a [INSERT BUSINESS NAME HERE] gift card!

Simply spend at least \$15 with us between now and December 15, 2023, and then upload your receipt to bit.ly/lakestreetloyalty

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Hashtag considerations

- #VisitLakeStreet
- #WeLoveLakeStreet
- #MyLakeStreet
- #LakeStreetLoyalty
- #LakeStreetLoyaltyChallenge

Template marketing email/e-newsletter blurb copy

As a business within the gift card prize or grand prize:

Earn a **[INSERT BUSINESS NAME HERE]** gift card!

Simply spend at least \$15 with us between now and December 15, 2023, and then upload your receipt to bit.ly/lakestreetloyalty

Visit Lake Street will reward your loyalty with a \$15 gift card to spend with us again or at a neighboring small, locally owned business in the Lake Street corridor!

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Visit Lake Street will reward your loyalty with a \$15 gift card to a small, locally owned business in the Lake Street corridor!

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