



November 14, 2014

Dear Prospective *Gift of Pickens* Participant,

Pickens Revitalization Association is committed to continuing and expanding our very own Shop Local Initiative, *Gift of Pickens*! For those of you who participated in past years, a sincere thank you for helping us make it a success. And it is due to that success that we continue with the program this year. We want our local businesses in Pickens to thrive and hope you will join us!

The *Gift of Pickens* program is an economic development tool designed to stimulate local shopping. A few of the reasons Pickens would like to continue a shop local initiative include:

- ❖ to support the community by keeping local dollars in the area
- ❖ to support locally-owned businesses
- ❖ to increase investments in the community by locally-owned businesses
- ❖ to encourage local prosperity by improving the local economy

As a designated supporter of *Gift of Pickens* your business would commit to accepting *Gift of Pickens* certificates, as cash, from this point forward. You would submit redeemed *Gift of Pickens* certificates to Pickens Revitalization Association for reimbursement. We are planning for a number of businesses and organizations to purchase the certificates for their employees as a holiday gift. In addition, *Gift of Pickens* certificates will be available for sale beginning November 17<sup>th</sup> at City Hall, Pickens Revitalization Association, Greater Pickens Chamber of Commerce, and securely online at [www.historicpickens.com/shop-historic-pickens/gift-of-pickens](http://www.historicpickens.com/shop-historic-pickens/gift-of-pickens). Here are a few ways your business and PRA can work together to help this program be even more successful:

- ❖ **Discounts:** Offer a % discount to customers who use *Gift of Pickens*. This will stimulate interest in *Gift of Pickens* by providing a value added benefit to purchasing the *Gift of Pickens* and will also offer the customer an incentive to spend their *Gift of Pickens* certificate in your business.
- ❖ **Word of Mouth:** Let everyone know (especially your customers!) that you support local shopping, the Pickens community, and PRA.
- ❖ **Advertising:** Submit your business logo for FREE advertisement through the PRA website, and in our newsletter, in conjunction with the *Gift of Pickens*.

Your business would be identified in various media sources as a supporter of the program and a window decal outlining that you accept *Gift of Pickens* would be provided to you as an additional marketing tool. There is no cost to the business to participate in the program. The redemption policy is included in this information packet for your review. If you have any questions about the *Gift of Pickens* program or being a sponsor, please contact PRA at 864.878.0105 or [pra.historicpickens@gmail.com](mailto:pra.historicpickens@gmail.com). Together, let's support our local businesses to make Pickens an even better place to live, work and play! Give the gift that stays in Pickens!

Sincerely,

Allison Fowler  
Executive Director  
Pickens Revitalization Association

PICKENS REVITALIZATION ASSOCIATION

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## Gift of Pickens

*shop local. shop historic pickens.*

### Redemption Policy

We would like to thank you for your support of the *Gift of Pickens* program. We have set the following policies in place to help make this a smooth transaction for our participants. Redemption is dollar for dollar spent.

Submit redeemed *Gift of Pickens* certificates to Pickens Revitalization Association (222 W. Main Street, Suite A) by the 14<sup>th</sup> or 30<sup>th</sup> of the month. Reimbursements will be processed on the 1<sup>st</sup> and 15<sup>th</sup> of the month. If these dates fall on a weekend, reimbursements will be processed the next business day.

If you have any questions please contact Pickens Revitalization Association at 864.878.0105 or pra.historicpickens@gmail.com.

Participating Business: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

<b>Gift of Pickens</b>		001	
TO: _____			
FROM: _____			
DATE ISSUED: _____	EXPIRES: one year from date issued		
AMOUNT: _____	AUTHORIZED BY: _____		
REDEEMED AT: _____	MANAGER SIGNATURE: _____		
<small>Not redeemable for cash. Cash value when used at participating merchants.</small>		<small>www.historicpickens.com pra.historicpickens@gmail.com 864.878.0105</small>	



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### Participant Commitment

I agree to support the *Gift of Pickens Shop Local Initiative* by accepting *Gift of Pickens* certificates at my business.

Participating Business: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Web Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

PRA Representative: \_\_\_\_\_ Date: \_\_\_\_\_

Please email your high-resolution logo to: [pra.historicpickens@gmail.com](mailto:pra.historicpickens@gmail.com)

