

An invitation from Hillsboro Downtown Partnership for businesses to participate.

SMALL BUSINESS SATURDAY 2019

WHAT: American Express created Small Business Saturday® on the Saturday after Thanksgiving to encourage people to Shop Small and bring more holiday shopping to small businesses. HDP signed up as a neighborhood champion to officially associate Downtown Hillsboro with the initiative.

WHEN: Saturday, November 30, all day.

WHY: To be part of the nation-wide initiative by American Express to shop small.

WHO IT'S BY: The event is by the businesses of Downtown with support from Hillsboro Downtown Partnership.

WHO IT'S FOR: This is for shoppers who really want to shop local.

WHERE IT'S HAPPENING: In your business!

HOW YOU CAN PARTICIPATE:

Be open. It doesn't have to be all day, but if you aren't open, you won't be able to participate.

Run a special or an activity in your business. Are you having a sale for the day, hosting a demo/maker, or organizing an activity? Please let us know so we can tell people about it.

- Use the "Shop Small" images on the HDP website to cross promote the district-wide event with what you have planned in your business. *"Shop small Downtown Hillsboro this Saturday. We are excited to be offering a 10% discount off your entire purchase."*
- Add [#downtownhillsboro](#) [#shopsmallhillsboro](#) to your Twitter and Instagram posts.
- Share your special hours, offers, or activities in a post on the Facebook event once you've accepted the invitation to cohost. (Please don't edit the event!)

WHAT YOU CAN EXPECT FROM HILLSBORO DOWNTOWN PARTNERSHIP:

- Promotion of the event through social media.
- A webpage with details about the event and a list of businesses that are participating by being open and offering a special.
- A Facebook event with cohosting invitations to businesses that are participating.
- A hosted welcome booth at 3rd and Main from 11:00 am to 3:00 pm promoting Downtown businesses.
- Blue and white balloons will be distributed to all participating businesses.

HOW TO SIGN UP: If you would plan to participate, please contact Donna at 503-640-6145 or donna@downtownhillsboro.org. We need to know no later than **Thursday, November 21** if you want to be included in the promotional opportunities.

