

# SHOP, EAT, DRINK LOCAL

## BUSINESS SUPPORT | DIGITAL TOOLKIT

There is no better time than now to support our vast variety of local businesses in our downtown district. Each storefront has had to make adjustments to navigate during this unprecedented time and change their business model. Even though people are unable to visit stores and restaurants physically, there are still ways that you can bring consistent revenue into your business.

**The Great American Takeout** has swept the nation and created a fun way for people to engage with restaurants and support their community. In partnership with the #SupportLocal campaign, we want to take it one step further and provide you with creative ways for everyday of the week – why should Tuesday’s have all the fun? Let’s encourage people that shopping, eating, and drinking local matters and this is the perfect time to implement innovation into your brand.

### “GRAB & GO” COPY

We encourage you to offer 2 for \$25 (or \$35, \$45, etc.) specials – the trick is to make it a round number to keep it memorable. Other variations of this include:

- Half price appetizer or dessert with \$\_\_\_ purchase.
- Buy one, get one half off entrees.
- Free or reduced-price kids meal with entrée purchase.

No matter what type of product you sell, some general promotions can go a long way to incentivize customers to start (or increase) spending at your establishment. Consider offering:

- Packaging items for “promotional discounts” - customers want deals!
- Encourage larger purchases with “add-on” promotions like gift cards with purchase – customers want value!



### Takeout Tuesday

Dining in just got tastier with #TakeoutTuesday! Consider promotions and discounts to incentivize customers to order takeout, curbside pick-up or delivery every Tuesday!

*Hint: you can offer these all week long, too!*

### Thirsty Thursday

Ramp up those off-site sales with #ThirstyThursday drink specials all day long! From discounts to specialty cocktails and themed drinks to take advantage of holidays (like red, white & blue

cocktail for Memorial Day), incentive customers to order takeout, curbside pick-up and/or delivery every Thursday!

*Hint: you can offer these all week long, too!*

### Savvy Saturday

Weekend fashionistas will be virtually lining up to take advantage of #SavvySaturday when you bundle unique retail promotions to encourage customers to order curbside pick-up and/or online orderings. Think about those “add-ons” to get the price points up! Promotions such as: \$10 gift cards with every \$50 spent, free gift with purchase, ect.

*Hint: you can offer these all week long, too!*

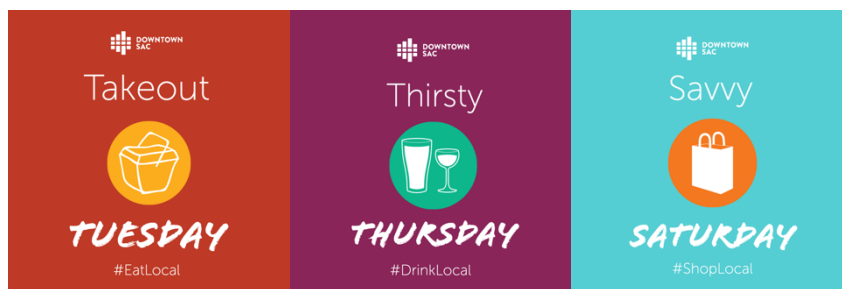
## SOCIAL MEDIA

Be sure to stay up with your followers across social media platforms, encourage them to snap, tag and share and don't forget to tag Downtown Sacramento Partnership in posts for resharing:

- **Facebook:** [@GoDowntownSac](#) + [@OldSacramento](#)
- **Instagram:** [@DowntownSac](#) + [@OldSac](#)
- **Twitter:** [@DowntownSac](#) + [@OldSacramento](#)
- **Join the conversation:** [#ShopEatDrinkLocal](#) + [#SupportLocal](#) + [#DowntownSac](#) + [#OldSacramentoWaterfront](#)

## “GRAB & GO” ASSETS

To help you tell the world about your #ShopEatDrinkLocal deals and encourage people to #SupportLocal, we've created graphics sized for social media in [this Dropbox folder](#).



## THANK YOU

Thank you for bringing the community together and don't forget to boost your special deals on your social media channels. For additional assets and/or questions, contact [marketing@downtownsac.org](mailto:marketing@downtownsac.org).

For more information about relief resources to assist your business during this time, visit [DowntownSac.org/covid-19](https://DowntownSac.org/covid-19).

***Together we can all support one another!***