



# BECOME A NEIGHBORHOOD CHAMPION

In 2015, over 4,100 Neighborhood Champions signed up to rally their communities for Small Business Saturday®. Help make this Nov 26 one of the biggest days of the year for your local businesses by planning an event in your community.



## 1. SIGN UP

Visit [ShopSmall.com](http://ShopSmall.com) to become a Neighborhood Champion. Once accepted, you'll receive resources, like Shop Small® merchandise, to help support your event.



## 2. PLAN

Think of an event that will get your community excited to Shop Small. Last year, Belair-Edison Neighborhoods, Inc. planned a scavenger hunt that drew shoppers to local businesses. For more ideas, check out the Event Guides at [ShopSmall.com](http://ShopSmall.com).



## 3. RALLY

Team up with local businesses and organizations for your event. Work with them to share ideas and resources for your celebration.



## 4. PROMOTE

Spread the word about your event using social media, Shop Small merchandise, and more.



## 5. CELEBRATE

Time to party! Get out and Shop Small with everyone in your community on Nov 26.

# 2016 Merchandise Items

## Tote Bags—Designed by Rifle Paper



Side A—Shop Small



Side B—Literally Small



Side B—Favorite Things



Save the Date  
Cobrand: FedEx



18 x 24 Poster  
Cobrand: FedEx



Tent Card  
Cobrand: FedEx



Sticky Note  
Cobrand: FedEx



Balloon



Pen



Social Heart



Sticker



Pennant



Cards Welcome  
Decal



Button

## Additional Items for Neighborhood Champions



NC Banner



Town Crown



Dog Bandana



Mat