

The Summer of Independents is here!



Participate and reap the benefits

We are proud to announce the Summer of Independents campaign to celebrate shopping at independent businesses all summer long. The campaign kick-off will be centered around Independence Day during the first week of July.

If you are an AIBA Member, watch your mailbox for Summer of Independents promotional materials.

Now the fun begins! We'll use an **Air Conditioned Scavenger Hunt** to build awareness about your business. As the weather heats up, and we all head for the air conditioning, this is a great way to promote web traffic to your business listings on IBuyAustin.com and bring awareness to local

business without having to brave the heat! The contest will run from July 1 to August 25.

The scavenger hunt will be entirely hosted on IBuyAustin.com and promoted via social media and with our media partners. Customers will be led through a series of clues each week and encouraged to share their completion of the Air Conditioned Scavenger Hunt via social media. Upon completion, "hunters" will be entered into a drawing. Each week, five people will be randomly drawn for a prize. All entries from the weekly drawings will be carried over for a grand prize gift basket full of local goodies at the end of the summer.

It's simple to participate!

But act now as we only have 40 spots for member businesses.

How you can participate: Donate 2 items or gift certificates of \$25 or more to be given away to scavenger hunt winners. Please note that this is open to all AIBA members, you do not have to be in retail to participate-you can be a service or a B2B business. The only requirement is that you are an AIBA member. If you need suggestions on how to participate, please email or call [\(512\) 441-2123](tel:5124412123). We are limiting participation to 40 businesses (5 each week for 8 weeks). In return for your contribution, a clue in the online scavenger hunt will be planted in your listing for one week on IBuyAustin.com, your business name listed on the list of prizes and AIBA will announce your business contributions on social media at the end of each week. Register through www.IBuyAustin.com/participate by filling out the simple form.

Why participate?

1. To get your name in front of the public as a locally owned, independent business
2. To support AIBA in educational efforts of the importance of shopping locally
3. It's a fun, social way to engage the public with your business during the summer
4. To help promote IBuyAustin.com as THE source for finding out who is locally owned
5. Educate the public about your business by promoting your profile on IBuyAustin.com
6. Involve the public to think local first while they shop throughout the year

It's Fun. It's Free.

It Promotes Your Business.