

# SHOP FLOYD VA – Agreement

## Participating Businesses will:

- Confirm you are COVID-19 impacted and that starting or increasing online sales is a means of business surviving/thriving given the pandemic realities.
- Provide website/e-commerce links, logo if applicable, 2 sentence description, 2 photos
- \*Agree NOT to share Shop Floyd promo codes directly on your website or in your promotion
- Set up first promo code (back-end) on your website by September 23
- Keep up with how many ShopFloyd promo codes are used on your site
- First promo, inform us when you reach #25 increments of using promo (up to #100)
- Stop promo at #100 for first campaign OR be responsible for any promotions above #100.
- Inform us when reach #100, so we can take the promo icon off by your name on site
- Submit reimbursement information requested by deadlines
- Ship or provide product to customer in timely and professional fashion to continue to be included on site
- Business is legally responsible for accuracy of reimbursement reporting

## Shop Floyd VA will provide to participating business:

- Listing on ShopFloydVA with link/s to your site
- Major marketing October 1 through holidays 2020
- First #100 businesses signing up will be eligible for promo reimbursements
- Provide promo code after business sign up
- During first campaign, provide reimbursement of \$10 promo up to #100 total when information is submitted as requested

## Shop Floyd VA will provide to businesses needing e-commerce assistance

- Businesses who do not have e-commerce platforms may apply for free technical assistance
- Limited number of businesses will be offered technical support to create simple e-commerce platforms.

## TIMELINE & DEADLINES

- **September 8** – deadline to apply for e-commerce technical assistance
- **September 11** – deadline to submit information to be guaranteed listing on Shop Floyd site for October 1 opening. (Businesses can be continually added, but first come for access to the promotional funds. And those needing technical assistance will be added as e-commerce platform completed)
- **September 23** – Businesses must have promo code ready on their sites (back-end) to be included
- **October 1** - Site goes live and promotion begins
- **October 1 – November 9** – First promotional campaign runs on site
- **November 12** – submit reimbursement documentation for first promo
- **November 18** – 2<sup>nd</sup> promotional campaign begins

### ***\*Why can't you share the Promo code itself on your website or in your promotions?***

You ARE encouraged to share about ShopFloyd & the promotion on your sites and in your marketing, *just not the code itself*. This is a county project supporting as many businesses as possible during a crisis. Directing customers to ShopFloydVA to retrieve the code helps all get potential new customers. The promotion is intentionally structured not to give a big discount with just one business, but be an incentive to shop with many. Shop with 10 and you save \$100, with 20 save \$200! We will provide ShopFloyd language to share on your site, newsletters, and promotions.