



loyal to
LOCAL

2023

PROPOSAL

ABOUT

LOYAL TO LOCAL

In these challenging times, we're calling on our community to join forces and support local businesses. Our mission is simple: inspire companies and individuals to choose local when making purchasing decisions.

Choosing to buy locally helps build a stronger and more resilient economy. It fosters a sense of community pride and provides support to our neighbours. Together, we can make a difference by shopping locally and backing the businesses and people that make our community unique.

Join our campaign to **influence, educate, and encourage** individuals to embrace the power of buying and supporting locally. Let's create a thriving community by showing our loyalty to local businesses!

OUR OBJECTIVES

Encourage individuals and businesses to CHOOSE local in their every decision-making.

- Raise Awareness about the Importance of Buying and supporting Local.
- Increase Local Business Visibility.
- Stimulate the Local Economy.
- Foster community pride.

GET INVOLVED

1. Become an advocate in your organisation, and create activities/promotions to raise awareness and encourage being Loyal to Local. Use our hashtag #loyaltolocal
2. Create incentives in your organisation to encourage businesses/individuals to support locally.
3. Register your interest and become a sponsor for our Loyal to Local advertising campaign.

CONTACT US

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AN INITIATIVE OF



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Chamber
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