

LET'S MAKE BIA HISTORY TOGETHER!



tabia



NATIONAL SHOP LOCAL CONTEST: Nov 3 - Dec 14, 2025

- DRIVE TO YOUR MERCHANTS' BOTTOM LINE
- EASY & TURNKEY
- INCLUSIVE OF ALL YOUR BUSINESSES
- MEASURABLE ECONOMIC IMPACT
- UNDER \$5000 (including printing) for nearly all Toronto BIAs - thanks to TABIA negotiated Participation Fee cap of \$3500,



POSTER: DRAFT IN PROGRESS

Tap Canadian 2WIN

Enter any receipt of \$15 or more at tapcanadian2win.com

Upload your receipt for
1 of 6 chances to win

\$5,000

If you pay with Interac® Debit,
you could win

\$10,000

November 3 - December 14, 2025

PRESENTED BY:



MEDIA SPONSOR: **ROGERS BUSINESS**

IN PARTNERSHIP WITH:

R RONCESVALLES
VILLAGE BIA



CONTEST HIGHLIGHTS:

- A \$5,000 cash prize that anyone can win - regardless of how they paid.
- A BONUS \$5,000 if the winner paid with Interac Debit
- A \$1,000 cash prize for the merchant who's receipt was selected + BONUS \$1000 from Rogers!
- An incentive to pay with debit that will save your merchants thousands in credit card fees
- Fresh receipts needed to enter each of the 6 weekly draws - for max economic impact!



TOP 5 REASONS YOU WILL LOVE THIS PROMOTION?

- 5. TURNKEY:** Every retail, service and dining establishment in your BIA is automatically included - no app, discounts, registration or special offers required
- 4. MEASURABLE ECONOMIC IMPACT:** A guaranteed ROI of at least 10X your investment validated by entries per your surrounding postal codes.
- 3. INCENTIVIZES EVERYONE:** Locals AND visitors are encouraged to shop & spend more v. deferring spending to a return visit that often never materializes
- 2. LEGACY BENEFITS:** Steals share of wallet from online only retailers and big box stores while educating your community about the importance of choosing local first AND paying with debit!



#1 REASON: YOU WILL LOVE THIS PROMOTION

CAPACITY-BUILDING

TOTAL TIME COMMITMENT: 12-24 hours

- **Review and Sign Contract** - automated through our client portal - estimated time: 1/2 hour (July)
- **Upload your BIA logo** to your client portal - 15 min. (July)
- Review and **Approve Print Collateral** - 1/2 hour (August)
- **Confirm** best day/time to have your printed collateral delivered to your door - 15 min (September)
- **Inform your Members** - forward 2 pre-written and custom designed emails - 15 min x 2 = 1/2 hour (early Oct)
- **Distribute Printed Collateral** to your merchants over a 7 day period - 3 to 12 hours (late October)
- **Schedule Social Media** - 2 to 3 pre-designed and custom written posts about the contest weekly - 1 hour weekly = 7 hours (Nov/Dec)
- **Review your BIAs Results** - meet to review your ROI (Jan)



ECONOMIC IMPACT:

Roncesvalles, Holiday
2025 Contest

HIGH LEVEL CASE STUDY:

- 8786 Entries from 183 Unique Businesses
(85% of Roncy's main street businesses!)
- 2636 Participants
- 76% of participants said the contest encouraged them to shop and spend more.
- 63% said the contest will have a lasting impact on how much they shop locally in the future.

Total Economic Impact = \$306,985



What **Participants** said...

This was a great idea!

I enjoyed seeing all of the stores participating, it made me feel like it was a more cohesive neighborhood.

This created more conversation with other customers & business owners. I loved it!



Nice to have a reminder of how easy it is to find almost everything you need on Roncesvalles!

In the past I've noticed previous seasonal promotions and never participated. This one was simple and the reward worthwhile.



What the BIA said...

My board is thrilled!

Businesses who have never engaged in our local activities or promotions got excited about this!

– Daniele Stoddard, Manager, **Roncesvalles Village BIA**





**BONUS:
EXCEPTIONAL
VALUE**

CONTEST VALUE: Over \$20,000*
TABIA MEMBER PARTICIPATION FEE:

BIA SIZE:	PARTICIPATION FEE:
Levy under \$200K	\$2500
Levy \$201K-\$500K	\$3500
Levy under \$1 million	\$3500 (TABIA discount: \$2,000)
Levy over \$1 million+	\$3500 (TABIA discount: \$5,000)

Printing and shipping extra: \$1800 for average BIA

**based on responses to RFP's received by BIAs who solicited competitive quotes before choosing to run a ShopLocal2Win contest in 2024*



YOU GET: A COMPLETE MARKETING TOOLKIT TO ENGAGE YOUR COMMUNITY



- **BIA branded print collateral:**
 - Poster, Tent Cards, Flyers - complete print management and delivery to your office
 - Social Media Playbook & Content Calendar - 7 weeks of posts with BIA branded graphics, copy and relevant hashtags + 3 reels
 - Media Announcement boilerplate and briefing notes to engage and respond to your local media!
- **Contest Website** - not just a google entry form but an optimized engagement tool monitored 24/7.
- 7 weekly **emails** - sent to contest participants announcing the winners (to build trust) and educating them about the importance of supporting local businesses, to build loyalty



YOU GET: A MARKETING TOOLKIT TO **ENGAGE** **YOUR MEMBERS**



- **3 Pre-launch emails** designed to help BIA staff educate, excite and engage members
- **Explainer Video** for your merchants to easily educate their staff
- **Printed Rollout Letter** to distribute to businesses with collateral - includes 3 “how to” video links for front line staff to understand how to optimize this for their business (how to explain it, how to upsell, how to suggest payment by debit to save your business thousands in cc fees)



CONTEST ADMIN & SUPPORT

YOU ALSO GET:

- **Complete Project Management, Trademark Protection, CASL (privacy) and Legal Compliance** for your protection.
- **A Participant Survey** to determine your individual Local Economic Impact based on postal code of participants
- **A Business Survey** designed for you to send to your members so you can validate the efficacy and impact independently
- **A Final Report** for your January board meeting



2 MINUTES TO GET STARTED

Click on the link on next slide to generate your unique estimate:

✓ Your **Participation Fee**, based BIA levy

✓ Your **Print Cost**, based on your collateral needs

Recommended for a 200 member BIA:

- 100 posters
- 50 tent cards
- 20,000 flyers

✓ Required **Social Media Support**, Y/N



Ready to participate in the

Tap Canadian 2 Win Contest?

Launching November 3 - December 14, 2025

Click [HERE](#) to generate a custom estimate for your BIA in under 2 min.

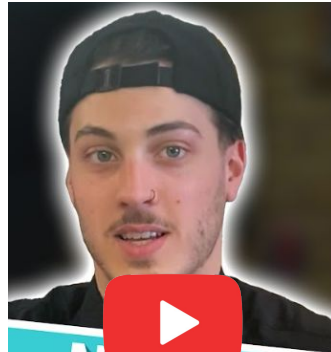
Still have questions?
Marketing@ShopLocal2Win.com
647-238-6864



BIA & BUSINESS TESTIMONIALS



Nancy Tissington,
Executive Director
Uptown Saint John



NOAH'S
FAVOURITE
BIA INITIATIVE
OF ALL TIME!



SO EASY TO
EXPLAIN TO
MY CUSTOMERS!



ShopLocal2Win is the only Canadian social enterprise focused on Main Street prosperity through contests that drive to the bottom line for businesses, while meeting the unique needs of BIAs with wrap-around marketing, legal and project management support.



Interac is Canada's leading payments and digital information exchange provider and a trusted household name focused on 'digital prosperity' for all Canadians with the vision of creating a world-leading digital economy here in Canada.