

"When you need something, buy it in your town. If you can't find it in your town, buy it in your county. If you can't find it in your county, buy it in Maine. If you can't find it in Maine... you probably don't need it."

~ Peter Prescott / EJP



## Participation Levels

### Basic

\$50

Window sign, website listing, open flag, **bold listing** on Gardiner Map & inclusion in "loyalty flyer." *Gardiner Main Street* donors at \$250 or more are automatically included at this level.

### Bronze

\$150

Inclusion in *Kennebec Current* print ad, window sign, website listing, open flag, **bold listing** on Gardiner Map & inclusion in "loyalty flyer"

### Silver

\$250

Radio mentions on 92 Moose, ad and **bold listing** on Gardiner Map, inclusion in *Kennebec Current* print ad, window sign, website listing, open flag, & inclusion in "loyalty flyer"

### Gold

\$400

10-second radio ads & mentions on 92 Moose, ad and **bold listing** on Gardiner map, inclusion in *Kennebec Current* print ad, window sign, website listing, open flag, & inclusion in "loyalty flyer"

### Platinum

\$1,000

30-second radio ads & mentions on 92 Moose, ad and **bold listing** on Gardiner map, inclusion in *Kennebec Current* print ad, window sign, website listing, open flag, & inclusion in "loyalty flyer"

### Major Sponsor

\$2,000

"Brought to you by" credit on all advertising, 30-second radio ads & mentions on 92 Moose, ad and **bold listing** on Gardiner map, inclusion in *Kennebec Current* print ad, window sign, website listing, open flag, & inclusion in "loyalty flyer"

For more information and to sign up contact:  
Gardiner Main Street, 582-3100  
[director@gardinermainstreet.org](mailto:director@gardinermainstreet.org)

Exact number of advertisements depends on level of participation/extent of media buy.



Make your business  
a part of Gardiner's  
Buy Local Campaign!

[www.GrowWithGardiner.net/BuyLocal](http://www.GrowWithGardiner.net/BuyLocal)

# Get it in Gardiner!

# Advertising Plan

## Buy Local ~ Support Yourself

When you buy from an independent, locally owned business, rather than from a national chain, significantly more of your money stays in Gardiner's local economy.

## Keep Our Community Unique

Where we shop, where we eat and have fun — all of it makes our community home. Our one-of-a-kind businesses are an integral part of the distinctive character of Gardiner.

## Create More Good Jobs

Small local businesses are the largest employer nationally & in our community, can provide the most jobs to residents.

## Get Better Service

Local businesses often hire people with a better understanding of the products they are selling and take more time to get to know customers.

## Invest In Community

Local businesses are owned by people who live in this community, are less likely to leave, and are more invested in the community's future.

## Buy What You Want, Not What Someone Wants You To Buy

A multitude of small businesses, each selecting products based not on a national sales plan but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.

## Window Sign & Open Flag

Each participating business will receive a full color window sign and a stylized OPEN flag with the "Buy Local, Get it in Gardiner" logo, identifying the business as a participating merchant.

## Website

The Buy Local/Get it in Gardiner web site will explain the benefits of doing business locally and will feature all the participating businesses. If you have a web site it can be linked to your listing.

## Map of Gardiner

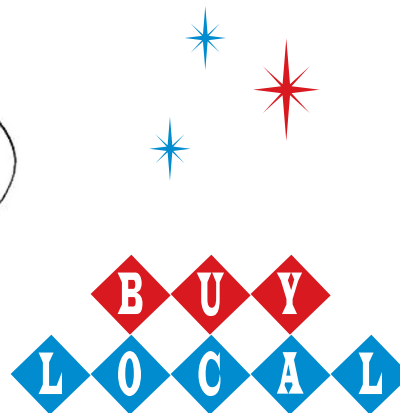
A map of the entire city of Gardiner will feature all of the attractions that Gardiner has to offer (Water Front Park, Library, etc) as well as all of the businesses located in Gardiner. This map will be distributed at the visitors center & other locations. Participating businesses at the Silver level and above will have an ad on the map edge. All participants will receive a **bold listing**.

## Print Advertising

Buy Local/Get it in Gardiner ads will run in the monthly *Kennebec Current* and will feature businesses in the Bronze or above level. A quarterly "loyalty flyer" will feature coupons/ads from all participating merchants to be distributed among merchants and other high traffic locations.

## Radio Advertising

A radio campaign on 92 Moose radio will include businesses in the Silver and above level of the program.



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