

PRESENTED BY



YUKONER APPRECIATION WEEK

POWERED BY THE WHITEHORSE CHAMBER OF COMMERCE

AND

Small Business → Week™

OCTOBER 21 TO 26, 2024

Yukoner Appreciation Week is almost here! As you may have learned, we are thrilled about the new dynamic collaboration between Yukoner Appreciation Week and Small Business Week launching this year. This joint initiative highlights both the incredible local businesses and the Yukoners who support them in a big way.

Throughout the week, businesses will have the chance to participate in presentations, advisory sessions, events, and activities designed to promote growth while showcasing the diverse talents within our community. Popular events like the Business Showcase, Sip 'n Shop, Local Eats, and the newly enhanced digital passport contest are back, offering fun and support for local businesses!

Each participating business can now choose which registration option works best for them. Some registrations can only accommodate a limited number of participating businesses, so it pays to register early! Online registration will be open at 12:00PM on September 12th, and close at 4:00PM on October 4th.

REGISTER NOW

Small Business → Week™

2024 Small Business Week Events

Monday - Business Support Sessions

An invaluable opportunity for business owners to gain insights and guidance from local experts, helping them strengthen and grow their ventures.



Tuesday - Business-to-Business Support with Local Experts

A unique chance for individuals to meet 1:1 with the same trusted professionals from the previous day's sessions, providing personalized advice to help elevate their business.



Wednesday - Building Bridges: First Nations Business Partnerships

An engaging panel discussion featuring leaders from First Nations development corporations and their business partners. Hear firsthand about the decision-making processes, successes, and outcomes of these powerful collaborations. Learn how partnerships with First Nations businesses are creating positive impacts and shaping the future of local industries.



REGISTRATION OPENS MONDAY SEPTEMBER 23, 2024!

YUKONER APPRECIATION WEEK DIGITAL PASSPORT CONTEST

Begins October 21st until October 26th, 2024

Our updated and improved app will feature profiles for all registered businesses and sponsors. Each profile will include details about each business/organization, with an interactive map, details about how they're participating in our events and links to all their online marketing platforms.

Each business participating in the contest will receive a unique printed QR Code from the Chamber to display anywhere within their location for the week, this display requires the consumer to enter and walk through your space. Every scan of a QR code is that consumer 'checking-in' at your location and every scan equals one entry into our grand prize draw, which encourages consumers to visit as many participating locations as possible!

Once the event concludes, the Chamber will provide each participating business with a list of email addresses for the consumers that visited and checked-in at their location. It's up to each business what incentives they offer during the week long contest.



BUSINESS SHOWCASE

THURSDAY, OCTOBER 24 | 12 - 6 PM

The Old Fire Hall space will be transformed once again into a Business Showcase, offering retail space for local businesses operating without a downtown storefront. For those businesses outside the downtown core or primarily operating online this is a great opportunity for space to showcase your business, and sell your products and services.

Come participate and make some great connections and network at the same time! We will have giveaways, door prizes, light catering and entertainment throughout the day making sure this event is a exciting destination for downtown consumers.

SIP 'N SHOP

FRIDAY, OCTOBER 25 | 4 - 7 PM

The Chamber invites any business registered in the Yukon River or Liard River package to host a Sip 'N Shop at their location!

The Sip 'N Shop can be curated by each business to suit their space and needs. Providing a drink (coffee, tea, hot chocolate, sparkling water, wine, beer) and an appetizer (cookies, crackers, fruit tray) encourages consumers to stay at your location longer, explore and learn more about your business and what you offer.

The Chamber will support each business that would like to participate by:

- Providing additional digital marketing specific to Sip 'N Shop;
- Purchasing a \$50 gift card from your business to be used as a door prize; and
- Providing a ballot box and ballots for visiting consumers to fill out for their chance to win the door prize.

Each participating business can add any additional discounts, deals or incentives they choose during their Sip 'N Shop which will be marketed through the digital passport app.

LOCAL EATS

SATURDAY, OCTOBER 26 | DURING BUSINESS HOURS

The Chamber invites any Food-Service business' registered in the Yukon River or Liard River package to participate in Local Eats!

The Local Eats event will be simple for restaurants to participate in. When diners have completed their meal, they will be provided a ballot to fill out and put in the ballot box for their chance to win a gift card to your location.

The Chamber will support each business that would like to participate by:

- Providing additional digital marketing specific to Local Eats;
- Purchasing a \$50 gift card from your business to be used as a door prize; and
- Providing a ballot box and ballots for consumers to fill out for their chance to win the door prize.

Each participating Food-Service business can add any additional discounts, deals or incentives they choose during Local Eats which will be marketed through the digital passport app.

REGISTRATION PACKAGES

	PEEL RIVER PACKAGE	BUSINESS SHOWCASE PACKAGE (13 available)	LIARD RIVER PACKAGE	YUKON RIVER PACKAGE (8 available)
INCLUDED WITH YOUR REGISTRATION:	Registration Fees Members: \$50 Non-Members: \$100	Registration Fees Members: \$80 Non-Members: \$150	Registration Fees Members: \$150 Non-Members: \$300	Registration Fees Members: \$300 Members only access.
Interactive profile in Yukoner Appreciation Week app	★	★	★	★
Professional custom social media photos and videos*				★
Optional: Participation in the Sip 'N Shop or Local Eats			★	★
Logo recognition on all digital marketing	★	★	★	★
Logo recognition on all print marketing		★	★	★
Booth at the Old Fire Hall on October 26th		★		
Name recognition on all print marketing	★			

* SEE BELOW FOR MORE DETAILS



REGISTRATION OPTIONS

PEEL RIVER PACKAGE



Members: \$50 | Non Members: \$100

1. Interactive profile in Yukoner Appreciation Week app
2. Logo recognition on all digital marketing:
 - WCC and Buy Local social media platforms
 - WCC Website
 - WCC e-newsletter
3. Name recognition on all print marketing
 - Printed event marketing displayed in the Whitehorse Area

BUSINESS SHOWCASE PACKAGE (13 AVAILABLE)



Members: \$80 | Non Members: \$150

1. Interactive profile in Yukoner Appreciation Week app
2. Logo recognition on all digital marketing:
 - Interactive profile in Yukoner Appreciation Week app
 - WCC and Buy Local social media platforms
 - WCC Website
 - WCC e-newsletter
3. Logo recognition on all print marketing
 - Yukon-wide printed newspaper
 - Printed event marketing displayed in the Whitehorse Area

*The marketing assets generated for your business will be licensed for online marketing and promotion only. Additional licensing for these provided assets to be used in printed marketing and promotion is available for purchase. Please contact business@whitehorsechamber.ca for details.

†NO PURCHASE NECESSARY. ALL PRIZE WINNERS WILL BE ANNOUNCED THROUGH WCC SOCIAL MEDIA AND CONTACTED BY WCC NO LATER THAN NOV. 15, 2024.

LIARD RIVER PACKAGE



Members: \$150 | Non Members: \$300

1. **Interactive profile in Yukoner Appreciation Week app**
2. **Optional: Participation in the Sip 'N Shop or Local Eats events**
Includes a \$50 gift card door prize purchased by WCC for your business with additional digital marketing.
3. **Logo recognition on all digital marketing:**
 - WCC and Buy Local social media platforms
 - WCC Website
 - WCC e-newsletter
4. **Logo recognition on all print marketing**
 - Yukon-wide printed newspaper
 - Printed event marketing displayed in the Whitehorse Area

YUKON RIVER PACKAGE (8 AVAILABLE)



Members: \$300 | Members only access

1. **Interactive profile in Yukoner Appreciation Week app**
2. **Professional personalized social media photos and videos**
fully edited and used to promote your business leading up to and during Yukoner Appreciation Week. The finished reel and stills will be provided to each business after the event for use online.*
3. **Optional: Participation in the Sip 'N Shop or Local Eats events**
Includes a \$50 gift card door prize purchased by WCC for your business with additional digital marketing.
4. **Logo recognition on all digital marketing:**
 - WCC and Buy Local social media platforms
 - WCC Website
 - WCC e-newsletter
5. **Logo recognition on all print marketing**
 - Printed event marketing displayed in the Whitehorse Area

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