

# RURAL REWARDS 2022: INFORMATION FOR BUSINESSES

We're excited to be heading into our second year of the Rural Rewards program and we're hoping you will join us! This municipal-sponsored program encourages people to shop local at your and other local businesses, with **no cost to you**.

## QUICK FACTS

- This program is 100% municipality sponsored – there is no cost to participate, and you won't be asked to donate anything!
- Any business in the participating municipalities can join in.
- The municipality is in charge of the draw and purchases the gift cards for the winners.
- Participating businesses will receive free advertising through numerous channels, including social media and print advertising

### What is Rural Rewards?

Rural Rewards is a loyalty-type program that encourages people to shop local. Rural Rewards cards can be picked up at participating businesses at no cost. When they make purchases at stores in the participating municipalities, staff will initial or stamp their card. When they fill the entire card (ten spaces), they can enter it at the Township Office. There is a monthly draw of a \$25 gift card to the local business of the winner's choice.

In 2022, each participating municipality will give out almost \$300 in gift cards to local businesses through Rural Rewards, for a total of \$1500 invested into the local economy.

This program is done in partnership between six Ottawa Valley municipalities, and each municipality has their own winner each month:

- Madawaska Valley
- Bonnechere Valley
- Killaloe Hagarty and Richards
- North Algona Wilberforce
- White Water Region
- Brudenell, Lyndoch & Raglan

### What Does Participating Mean?

When someone makes a purchase and presents their Rural Rewards card, ask that staff stamp or initial it. We also ask that local stores hang a poster or two advertising the program, and have Rural Rewards cards ready to hand out or displayed for people to grab. That's it!

### New in 2022

Rural Rewards is investing in paid advertising throughout the participating municipalities. We know this was a big ask for businesses and shoppers alike this past year and are excited to continue to grow this program through paid ads!

### Questions? Concerns? Comments?

Please contact [recreation@madawaskavalley.ca](mailto:recreation@madawaskavalley.ca)

