



*Your kit includes:*

CAMPAIGN LOGOS  
ADDITIONAL GRAPHICS AND STOCK IMAGERY  
1080X1080 SOCIAL MEDIA GRAPHICS  
1200X628 SOCIAL MEDIA GRAPHICS

### **PENNSYLVANIA DOWNTOWN CENTER**

launches a give-away opportunity for member organizations – the #NoPlaceLikeLocal campaign.

With each themed monthly campaign, PDC will give away three (3)/\$100 gift cards\* to the winner's downtown business of choice located within the central business district or neighborhood of a PDC Main Street or Elm Street member community.

**OBJECTIVE:** Main Street and Elm Street organizations increase program awareness while increasing sales for businesses in their central business districts and neighborhoods.

**WHO:** Any PA resident is eligible – only requirement is that businesses are within a PDC member community.

**HOW:** PDC will capture entries using the following criteria:

**MEET JULY'S CALL TO ACTION BY ENCOURAGING YOUR AUDIENCE TO PURCHASE AMERICAN-MADE IN THEIR DOWNTOWN LOCAL BUSINESS AND POSTING WITH THE REQUIRED TAGS AND HASHTAGS BETWEEN DECEMBER 1 - 31.**

Be sure to download the complete kit, with the contest guidelines and a toolbox of assets to help you and your businesses spread the word and promote the campaign in your community.

We encourage you to invite your CVBs and DMOs to help promote the contest!  
and post a photo to your social media page/s  
Tag @padowntown (see social handles below)  
Use Hashtag #NoPlaceLikeLocal

This is a collective network effort with the goal of making a direct impact at the local level. The competition is both a challenge for and in support of small businesses across the commonwealth while building awareness for revitalization programs and promoting community for any and all residents of Pennsylvania. (\*If the PDC member organization has a downtown gift card program, PDC will purchase the gift card through them which also supports our member organization.) The following steps must be completed to be entered in our giveaway. Rules to Enter Giveaway: With each competition, the dates to participate and the giveaway date will be indicated. Read the full list of rules and regulations. Each social media post created on Facebook and Instagram during the specified time frame will count as one entry.

Please make sure to use the correct following handles.

### **PENNSYLVANIA DOWNTOWN CENTER HANDLES:**

Facebook: @padowntown

Instagram: @pa\_downtown\_center

Questions, please contact Emily Zebel at [emilyzebel@padowntown.org](mailto:emilyzebel@padowntown.org). Good Luck!



Pennsylvania Downtown Center • Helping YOU make YOUR town a better place.

[PADOWNTOWN.ORG](http://PADOWNTOWN.ORG)

# #NoPlace Like Local

## Rules & Regulations

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This Giveaway is in no way sponsored, endorsed, administered by, or associated with Facebook™, Instagram™. Pennsylvania Downtown Center (PDC) is the sponsor of this Giveaway. You are providing your information to Pennsylvania Downtown Center.

1. The Giveaway is open to anyone who resides in the state of Pennsylvania who makes a purchase specific to the campaign theme from a downtown business located in a PDC member Main Street or Elm Street community during the stated campaign time frame.
2. Enter the Giveaway by posting a photo on the member program's social media page(s) with a caption that supports the themed campaign. Entrants must also include the #NoPlaceLikeLocal hashtag within the post and tag @Padowntown.
4. Photos containing any political, provocative, derogatory, violent, sexual, racially, discriminatory or culturally/socially sensitive material will be disqualified at the discretion of PDC. Copyrighted/trademarked photos will be disqualified.
5. Three (3) winners will be randomly selected for each campaign by Pennsylvania Downtown Center. The winners will be announced on the Giveaway date for each campaign.
6. The potential winner will be notified by private message on Facebook™ or by email communication from Pennsylvania Downtown Center.
7. If a potential winner cannot be reached through private message or email communication within 72 hours of being sent a private message on Facebook™ or email communication, the potential winner forfeits the prize and another winner will be chosen at random from the entries received.
8. Odds of winning are contingent upon the number of entrants.
9. The prize may not be exchanged for cash.
10. Winners must coordinate prize pick up with Pennsylvania Downtown Center staff.
11. This Giveaway is subject to all applicable federal, state, and local laws and regulations. Giveaway void where prohibited by law.
12. All decisions of Pennsylvania Downtown Center regarding the Giveaway are final.
13. Pennsylvania Downtown Center may change the terms and conditions of, cancel or suspend this Giveaway without prior notice.
14. Winner agrees to publicity photograph(s) and to allow Pennsylvania Downtown Center to share photos and/or links with us in their post submissions. These may be posted on social media channels, and/or promotional materials, without further compensation, where permitted by law.
15. By entering, entrants release Facebook™ or Instagram™ of any kind of liability and agree to Facebook's™ Terms of Use.

