



To encourage our residents and visitors to buy locally, the Destin Area Chamber of Commerce is launching a 'Buy Destin' Program. Our members are invited to offer incentives to those bearing a 'Buy Destin' card, which will be available free of charge to both locals and visitors in the Chamber's Welcome Center and at participating locations.

While your incentive may be a discount or coupon, it does not need to be. It may be a reason for people to come into your business or seek further information from you. It can even be something you already do, such as happy hour pricing, kids eat free, or a complimentary consultation or estimate; you are just allowing us to promote it for you through this targeted program.

We are going to promote these incentives through the following methods:

- Incentive listed on [www.BuyDestinFL.com](http://www.BuyDestinFL.com), which will be advertised in all 'Buy Destin' promotions and linked from [www.DestinChamber.com](http://www.DestinChamber.com)
- Incentive listed in brochure, which will be updated weekly and available in Chamber's Welcome Center
- List of incentives will be emailed monthly to all Chamber members, as well as linked from our weekly Tuesday Talking Points email
- List of incentives will be placed in our monthly *Progress* newsletter, which will be available on the Chamber's website, in the Welcome Center, at all Chamber events, and published once per month in *The Destin Log*
- 'Buy Destin' Program will also be promoted at all Chamber events, in Chamber's Welcome Center, and through all other avenues that become available

A \$200 investment will pay for advertising your incentive through all of the methods listed above for one year. In addition, we will direct all calls and visits from those seeking discounts to [www.buydestinfl.com](http://www.buydestinfl.com) and our printed brochure.

Incentives may be updated throughout the year, as frequently as you wish. Please allow one week for changes to take place on the website and in the brochure and one month for changes to take place in our newsletter. We do ask participating businesses to honor the incentive as listed on our website, in the brochure, and in the newsletter and to display a 'Buy Destin' window decal to show that they are a program participant.

Please note that discounts to participate in this program are available to our Platinum, Chairman's Club, and Trustee membership levels. For non-member pricing, call (850) 827-6241.

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Complete the form below and fax it to (850) 654-5612.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Email your incentive, in 50 words or less, to [espies@DestinChamber.com](mailto:espies@DestinChamber.com).

*By participating in Buy Destin, we will build our local economy as we pursue building this world-class community one business at a time!*