



**Support  
local.**

## 2020 Partner Information Package



IMPROVE LIFE.

## What is Guelph Shops?

Guelph Shops is a campaign that encourages shoppers to support Guelph businesses. Shoppers can get all the information they need to #supportlocal through an interactive webpage, which includes shop local platforms and a directory of businesses with online shopping options. The campaign will focus on promoting local businesses to the Guelph community. This campaign aims to keep dollars in Guelph and provide shoppers a convenient way to support local.

**Launch date:** Thursday, July 16, 2020

## Important links

Landing page: [www.guelphshops.ca](http://www.guelphshops.ca)

Business participation page: [https://guelph.ca/?page\\_id=97891](https://guelph.ca/?page_id=97891)

## Identifiers

Please do not manipulate or revise the Guelph Shops identifier in any of your materials. If you require the logo in additional dimensions, or colours, please contact us at [bizinfo@guelph.ca](mailto:bizinfo@guelph.ca). Feel free to use this logo to complement your own art, brand, or on digital media (website, Facebook page, Twitter, Instagram, etc.). Social media images are also available in place of our logo should they suit your needs, however please ask permission before using social media images for any other purpose than Guelph Shops promotion.

All files are located below:

<https://www.dropbox.com/sh/d81jj60stzzv7cf/AAAsvnUVMldqDlyh90LbjWFca?dl=0>

## Hashtag

#GuelphShops

Tag your photos using #GuelphShops to show how you are supporting local or if you are a business use #GuelphShops to show off your local offerings.

## Sample posts (Facebook, Twitter)

### Facebook:

#### General

- 1) Guelph Shops is a new support local campaign. Shop through local online platforms or by category. Check out [guelphshops.ca](http://guelphshops.ca) to make your next purchase! #GuelphShops
- 2) Support local businesses with your hard-earned dollars. Visit [guelphshops.ca](http://guelphshops.ca) to see a directory of local businesses and what they offer. Is your favourite business missing from the directory? Encourage them to submit their information. #GuelphShops

- 3) Have you heard of Guelph Shops? It is a new webpage that allows you to shop by category and purchase from local businesses! Get started: [guelphshops.ca](http://guelphshops.ca) #GuelphShops
- 4) Take a #Guelphie with your next local purchase and use the hashtag #GuelphShops!
- 5) [I/We] love supporting local! Check out [my/our] most recent purchase. Try it for yourself. Visit [guelphshops.ca](http://guelphshops.ca) and look through the categories. #GuelphShops
- 6) Looking for a way to support local? Check out [guelphshops.ca](http://guelphshops.ca) and shop through your favourite local platform or search by category. It's quick and user friendly #GuelphShops
- 7) Hey [Insert Facebook business page]. I noticed you're not listed on Guelph Shops. Visit [guelphshops.ca](http://guelphshops.ca) and click on the business button to submit your information. #GuelphShops
- 8) Help #Guelph businesses during their COVID-19 recovery efforts. #Supportlocal with your hard-earned money. Check out #GuelphShops today: [guelphshops.ca](http://guelphshops.ca)

#### Participating businesses:

- 1) We're part of a new initiative called Guelph Shops! Visit [guelphshops.ca](http://guelphshops.ca) to learn more and begin shopping for your next locally sourced purchase. #GuelphShops
- 2) We are listed on Guelph Shops! Check out the full directory at [guelphshops.ca](http://guelphshops.ca) and shop by category. Make your next purchase local. #GuelphShops
- 3) Looking for products to complement our **[Insert offering or product]**? Check out [guelphshops.ca](http://guelphshops.ca) to see a list of local businesses that are open! #GuelphShops
- 4) We've got our Guelph Shops sticker in our store front window! Stop by and check out our offerings or visit [guelphshops.ca](http://guelphshops.ca) to see what local businesses have available for sale! #GuelphShops

#### Twitter:

##### General

- 1) #GuelphShops is a support local campaign that allows you to shop local platforms as well as by category. Check out [guelphshops.ca](http://guelphshops.ca) to make your next purchase!
- 2) #Supportlocal today! Shop a directory of local businesses and discover something new: [guelphshops.ca](http://guelphshops.ca). Is your favourite business missing from the directory? Encourage them to submit their information! #GuelphShops
- 3) Have you heard of #GuelphShops? It is a new one-stop webpage that allows you to shop by category and keep your purchase local. Check it out today: [guelphshops.ca](http://guelphshops.ca)
- 4) Take a #Guelphie with your next local purchase and use the hashtag #GuelphShops!
- 5) [I/We] love supporting local! Check out [my/our] most recent purchase [include photo]. It all starts with [guelphshops.ca](http://guelphshops.ca). Look around, check the categories, discover something new, make a purchase! #GuelphShops
- 6) Looking for a way to support local? Check out [guelphshops.ca](http://guelphshops.ca) to shop through your favourite local platform or search by category. It's quick and user friendly #GuelphShops
- 7) Hey @[Insert Twitter business handle]. I noticed you/re not listed on #GuelphShops. Visit [guelphshops.ca](http://guelphshops.ca) and click on the business button to submit your information.
- 8) Help #Guelph businesses during their COVID-19 recovery efforts. #Supportlocal with your hard-earned money. Check out #GuelphShops today: [guelphshops.ca](http://guelphshops.ca)

## Participating businesses:

- 1) We're part of a new initiative called #GuelphShops! Visit [guelphshops.ca](http://guelphshops.ca) to learn more and shop for a locally-sourced purchase.
- 2) We are listed on #GuelphShops! Check out the full directory and shop by category to make your next purchase local [guelphshops.ca](http://guelphshops.ca)
- 3) Looking for products to complement our **[Insert offering or product]**? Check out [guelphshops.ca](http://guelphshops.ca) to see a list of local businesses that are open! #GuelphShops
- 4) We've got our #GuelphShops sticker displayed in our store window! Stop by and check out our offerings or visit [guelphshops.ca](http://guelphshops.ca) to see what local businesses have available for sale.

## Social media handles

### Facebook:

City of Guelph Economic Development: [www.facebook.com/InvestInGuelph/](http://www.facebook.com/InvestInGuelph/)

City of Guelph: [www.facebook.com/CityOfGuelph](http://www.facebook.com/CityOfGuelph)

Guelph Chamber of Commerce: [www.facebook.com/GuelphChamber](http://www.facebook.com/GuelphChamber)

University of Guelph: [www.facebook.com/uofguelph](http://www.facebook.com/uofguelph)

### Twitter:

City of Guelph Economic Development: [www.twitter.com/InvestInGuelph](http://www.twitter.com/InvestInGuelph)

City of Guelph: [www.twitter.com/CityOfGuelph](http://www.twitter.com/CityOfGuelph)

Guelph Chamber of Commerce: [www.twitter.com/GuelphChamber](http://www.twitter.com/GuelphChamber)

University of Guelph [www.twitter.com/uofg](http://www.twitter.com/uofg)

## Sample newsletter feature

### Headline:

Guelph Shops makes it easy for you to support local!

### Content:

The City of Guelph and community partners recently launched Guelph Shops, a one-stop webpage for all your local shopping. The online directories offer you the opportunity to shop through your favourite local shopping platform or to shop by category.

Businesses and shoppers are encouraged to promote the campaign and raise awareness about shopping local to support Guelph businesses during COVID-19 recovery efforts. If you notice that a business is not listed, encourage them to submit their information through [guelphshops.ca](http://guelphshops.ca).

Support local businesses with #GuelphShops on social media and share your photos to show off your local purchase!

## Images

Specific images have been designed for the various social media channels. Please ensure you are using the correct image on the correct social media channel for consistency. We appreciate your help in promoting this campaign. If you have any questions about image use, please reach out to us for confirmation. Please ask permission before using these images for any other purpose. Social media images can be found below:

<https://www.dropbox.com/sh/d81jj60stzzv7cf/AAAsvnUVMLdqDlyh90LbjWFca?dl=0>

## Print materials

Store-front stickers: Print files are available at the link below. Participating businesses are encouraged to add a sticker to their store front windows.

Store-front sticker print files can be found below:

<https://www.dropbox.com/sh/d81jj60stzzv7cf/AAAsvnUVMLdqDlyh90LbjWFca?dl=0>

## Digital materials

Website badge: A digital file of the Guelph Shops identifier is available at the link below. Participating businesses are encouraged to add a digital badge to their websites.

Website badge digital files can be found below:

<https://www.dropbox.com/sh/d81jj60stzzv7cf/AAAsvnUVMLdqDlyh90LbjWFca?dl=0>

## Contact

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