

2025 Small Business Week

Sponsored by The Town of Chapel Hill Economic Development

Dear Small Business Owner,

We are so excited to launch our first-ever Small Business Week campaign in Chapel Hill. This campaign is all about celebrating the small businesses that make Chapel Hill special - and encouraging residents to shop, eat, and drink with you this week, and every week.

I'm the Town's Business Vitality Manager and in that role, I am dedicated to being an advocate for existing small businesses throughout our community. As our new Economic Development Director, David Putnam is focused on bringing new businesses to help our community thrive. Together, we are here for you and the success of your business.

This campaign for Small Business Week is just one of the many ways we're working to cultivate a thriving business community in Chapel Hill. We hope it shines a light on the value of small businesses and inspires the community to shop with purpose.

Since this is our first small business campaign, we welcome your feedback on how we can make it even better next year. Please consider taking a few minutes to complete the survey on the back of this sheet.

Most importantly, please don't hesitate to reach out to David or myself if you ever need anything.

Best regards,
Sarah Potter

Contact Information:

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Marketing Guide for Businesses

11 x 17 flyer

Try hanging this flyer in your window or in spaces that are the main focal point for you customers to interact with. Larger flyers can help create buzz!

8.5 x 11 flyer

These flyers are a great size for placing them at your POS and smaller areas of the store (such as bathroom stalls or door frames).

Stickers

The stickers can be used to generate conversations with your customers. You can hand them out - or keep some for yourself and your water bottle!

Totebag Giveaway

During Small Business Week, the Town of Chapel Hill will be hosting an Instagram giveaway that encourages our followers to shop at a small business in exchange for a chance to win a tote bag. Feel free to repost!

Digital Media Kit

This campaign doesn't stop with print! Scan the QR code for access to the social media assets.



Feedback Survey

Take a few minutes to let us know your experience with this campaign. We'd love to hear how we can be a better resource for marketing local businesses.



Small Business Week

#	Table	Guests	Date
			May 4 - 10, 2025

GUEST CHECK

Shop from a neighbor.
Shop with a purpose.
Shop in Chapel Hill.

Thank you. Please come again.

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