



# *The Red Carpet Program*

## Marketing To New Residents of Lenoir County

### **ABOUT THE PROGRAM**

Every business has its own persona. The way you interact and market your business helps to build this personality. It expresses to the customer what the business values most.

Our Red Carpet Program is a great way to build that friendly, welcoming, and community driven persona that makes customers and their families feel loved. When a family comes to a new location to build a new life those connections and helping hands matter even more. Moving is expensive and everything they come across is entirely brand new, it is easy to feel lost! We understand this so we have built a program with the support of our members to present first time customer offers that will get them to feeling right at home. Meanwhile, we will work to build a great first impression with new customers for our members. Getting the first introduction right can make all the difference between a one-time visit or a lifelong customer.

#### **Moving means a whole trial of firsts when starting a new life**

#### **First day on the job? Need new clothes? Need business cards? Car services?**

We have all the necessities to get them prepared for their own first impressions.

#### **First home or apartment? Need furniture? Need house cleaning? How about security?**

We have them covered down to garage door repair, insurance, lawncare, and more.

Maybe you need childcare? There really is not one type of business you do not need after moving to a new area! We hope you will consider adding your business to our list of supporters.

### **HOW DOES IT WORK?**

Quarterly we will add new businesses and adjust our listing of supporters. To be involved, our only requirement is that the business included be a Chamber member in good standing. Beyond that there is no additional fee.

We will advertise our supporters online, in our newsletter, through social media, at local realty offices, insurance agencies, banks, etc. Anywhere prone to pick up the attention of new residents of Lenoir County. These advertisements will help guide them to our Chamber for their welcome kit, tell us a bit about themselves, and take introductory photos to be shared as an example of the program's impact. All printing, design, and distribution will be handled by the Chamber. This is just one more way we help our members. All we need from you is a Red Carpet Supporter agreement. If you need help or have any questions, please contact us at [sbartlett@LenoirCountyChamber.com](mailto:sbartlett@LenoirCountyChamber.com)



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## Red Carpet Supporter Agreement

### To the right is an example of the coupons included in our gift set.

Please fill out all the information that applies to your business as you would like it stated. Accuracy is important. This will be used with the QR code website & advertising materials, as seen at that link.

<https://lenoircountyncchamber.com/programs/red-carpet/>



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

Physical Address (skip if e-commerce): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook URL: \_\_\_\_\_

Offer Value: \_\_\_\_\_

I want to use a pre-made coupon, instead our card will read "Use Attached Offer"  
If selected, we will contact the business to set up a good time to pick up those coupon cards.

**Offer values vary completely dependent on the business's products and/or services. Offers can be limited to select items or services, please provide all details required or state if some restrictions may apply in your offer value. We advise making an offer that is both attractive enough to get customers in the door, but comfortable enough to fulfill for about 1.5 year term of the program. We estimate this to be about 60 coupons total. We will reach out for renewals once the program term is met.**

**To prevent replication of coupons each series of printing is assigned a unique number designation and is noted with new resident forms submitted. If you are concerned about any activity, please feel free to contact us for more information (252) 527-1131. The Lenoir County Chamber of Commerce is not liable in such cases.**

By submitting this form, we acknowledge that the business understands and agrees to comply with the terms provided and that all information included was found to be accurate.

You will receive an email confirmation for this submission. Please submit the form by email to [sbartlett@LenoirCountyNCChamber.com](mailto:sbartlett@LenoirCountyNCChamber.com). Please contact us for any changes required during the contract term or call (252) 527-1131 with any questions.

*Thank You for Being a Red Carpet Supporter!*