

2020

**BANK OF AMERICA**



**Shop Farragut  
For The Holidays**



**#shopfarragut**

**The Bank of America**  
**Shop Farragut for the Holidays! Campaign**  
**2020 Instructions & Agreement Form**

**Dates:**

- “Shop Farragut” Campaign begins Friday, Nov. 20 and continues through Monday Jan. 4, 2021. Campaign is free for all Town of Farragut businesses with a Farragut Business Privilege License.
- Business registration deadline is Friday Nov. 13, (must complete Business Registration AND Instructions and Agreement forms). Advertised Specials/Special Events are optional. (Businesses are not required to offer discounts, coupons and/or special events to be part of this campaign.)

**Farragut Business Alliance will provide the following:**

- Website & Social Media support (Facebook, Twitter, Instagram)
- Coordination with the Town of special event & signage approvals
- Coupons/deals/offers distribution

**Campaign exposure includes:**

- Extensive advertising (local print, radio and cable TV as funds allow)
- Advertising on the Town’s government cable channels (Charter & TDS)
- Advertising on the Farragut Business Alliance’s website ([www.FarragutBusiness.com](http://www.FarragutBusiness.com) and [www.ShopFarragut.com](http://www.ShopFarragut.com)) with cross-promotion on the Town’s website ([www.townoffarragut.org](http://www.townoffarragut.org)) and both organizations’ social media platforms
- Additional Shop Farragut-branded co-op magazine advertising; i.e. “Santa Shops Farragut” with the Farragut Press and others (at merchant’s expense)

**Important Special Signage Conditions:**

- Participation in this event will not count against the number of other special event permits allowed per business during the year, nor will the usual \$25 fee apply. All regular special event permits (as allowed by the zoning ordinance) must be complete by Nov. 20 and cannot resume until Jan. 4, 2021.
- Only businesses that are registered with the “Shop Farragut for the Holidays” campaign will be permitted to participate/permitted to have signs.
- **Temporary signage may be erected no earlier than Friday, Nov. 20 and must be removed on or before Tuesday, January 4, 2021.**
- One temporary special event sign that meets ordinance specs will be permitted at each registered business and must be in compliance with legal setback requirements. **IF YOU PLAN TO PURCHASE A NEW SIGN, PLEASE REFERENCE THE “SIGN REQUIREMENTS” SUMMARY IN YOUR SHOP FARRAGUT PACKET.**
- A Community Development staff person will be contacting businesses that indicate they wish to use the temporary special event sign (this must be marked on the business registration form). This staff person will help the business establish a placement for the sign that will comply with setbacks.
- **No streamers, balloons or other wind activated signs are allowed.**
- Outdoor sales will be allowed as long as pedestrian or vehicular circulation is not impeded (sidewalks not blocked and with at least a 5 foot wide clearance) and/or no hazardous conditions are created.
- Businesses are encouraged to use the approved “Shop Farragut” slogan & images and may use the Town logo (with written permission) during this period for any additional advertising they may want to provide. Call Town staff at 966-7057 for information.
- **While the Town of Farragut is happy to permit extra signage per the regulations listed above, businesses who violate this agreement will be subject to citation to Town court.**

I have read, understand and agree to the above guidelines for the “Shop Farragut for the Holidays” Campaign.

Business Name: \_\_\_\_\_ Farragut Bus. License #: \_\_\_\_\_

Owner/Manager Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_

***Please complete required Business Registration Form***



**BUSINESS REGISTRATION FORM**

**The Bank of America**

**Shop Farragut for the Holidays 2020 Campaign**

Please complete this entire form and return by **Friday, Nov. 13** to Farragut Business Alliance, P.O. Box 23583, Knoxville, TN 37933 or email to [Steve@FarragutBusiness.com](mailto:Steve@FarragutBusiness.com)

**Business Name** (to appear in advertising): \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Farragut Bus. License #:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Facebook page URL and/or Twitter handle (for social sharing):** \_\_\_\_\_

**Category for your Shop Farragut listing:**

**Restaurant/Fast Food** \_\_\_ **Retail** \_\_\_ **Services** \_\_\_ **Heath/Exercise** \_\_\_  
**Groceries/Food/Drink** \_\_\_ **Financial** \_\_\_ **Specialty Products** \_\_\_ **Other** \_\_\_

**Brief description of business location** (i.e. name of shopping center, etc.): \_\_\_\_\_

**Do you intend to display a temporary sign as described in the “Instruction and Agreement” form?** \_\_\_\_\_ (Farragut Business Alliance does *not* provide sign; business is responsible for printing/payment for sign.) **IMPORTANT: TURKEY CREEK BUSINESSES NEED TO CHECK COVENANTS & RESTRICTIONS OUTLINED IN THEIR LEASES FOR SIGNAGE RESTRICTIONS!!!**

*If so, please describe the proposed location for the additional sign:* \_\_\_\_\_

**Do you currently have any outstanding citations from the Town of Farragut?** \_\_\_\_\_

*If yes, please describe:* \_\_\_\_\_

***Please complete required 2020 Instructions & Agreement Form (additional form)***

**Questions? Email [Steve@farragutbusiness.com](mailto:Steve@farragutbusiness.com)**



## ADVERTISED SPECIALS/SPECIAL EVENTS INFORMATION FORM

2020 Bank Of America “Shop Farragut for the HOLIDAYS” Campaign

Name of Business: \_\_\_\_\_ Date: \_\_\_\_\_

THESE SPECIALS AND EVENTS WILL BE ADVERTISED ON THE WEBSITE AT FARRAGUTBUSINESS.COM AND [SHOPFARRAGUT.COM](http://SHOPFARRAGUT.COM), ON FACEBOOK AND TWITTER AND TO OUR DEALMAIL SUBSCRIBERS.

*Specials and events are **OPTIONAL** - but help drive traffic to your business!*

**For advertised specials, please provide:**

Details of your offer (i.e. type of discount, BOGO, sale, etc.);

Expiration date (if different than 12/31/20); and

Terms of use (i.e., not valid with other offers, one per person, etc.).

*Note: The assumed “special” period is Nov. 20 – January 1, unless otherwise specified.*

**For special events, please provide:**

Name of your event (i.e. Open House, Men’s Night Out, Breakfast with Santa, etc.); Date(s) and cost of event; and

Event description (use separate sheet for additional information if necessary).

Advertised Special(s)
Special Event(s)

Please submit by Nov. 13<sup>th</sup> or at least 2 weeks prior to your special or event. You may submit JPGs or PNG files of actual coupons (or photos); however, we reserve the right to reformat to fit the parameters of our platforms.

Email completed form to [steve@farragutbusiness.com](mailto:steve@farragutbusiness.com)



**The Bank of America Shop Farragut for the Holidays Campaign**  
**Checklist**

**REQUIRED: (Friday Nov. 13<sup>th</sup> deadline to be included in all advertising opportunities)**

\_\_\_\_\_ **Business Registration Form** (red title)

\_\_\_\_\_ **Instruction & Agreement Form** (red title)

**OPTIONAL:**

\_\_\_\_\_ **Advertised Specials/Special Events Information Form** – submit at least 2 weeks in advance of specific specials, discounts, sales, etc. and/or for each special event occurring during the Shop Farragut for the Holidays Campaign dates (Nov. 20 – Jan. 1) for exposure on the FBA website, social media and Deal Emails.

\_\_\_\_\_ Reference the “Small Business Saturday” page to participate in this national movement and to obtain free promotional resources. (<http://amex.co/2ejlfwX>)

\_\_\_\_\_ Reference the enclosed Farragut Press sheets - “*Santa Shops Farragut!*” and “*Santa Express*” for information about optional discounted cooperative advertising opportunities for Shop Farragut for the Holidays participants.

\_\_\_\_\_ Reference the “SIGN REQUIREMENTS” summary if you plan to order a new sign\*. **(OLDER SIGNS MUST COMPLY WITH THE NEW “SHOP FARRAGUT” LOGO).**

**All Shop Farragut forms can be mailed or emailed to the Farragut Business Alliance as follows:**

**Mailing Address: P.O. Box 23583, Farragut, TN 37933**

**Email Address: [Steve@FarragutBusiness.com](mailto:Steve@FarragutBusiness.com)**

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**\*SIGNAGE CAN BE PURCHASED THROUGH:**

KNOX GRAPHICS  
10965 Kingston Pike, Knoxville  
865-777-5669  
[sales@knoxgraphicsdesigns.com](mailto:sales@knoxgraphicsdesigns.com)

FastSigns – Daniel Maw  
8333 Gleason Dr, Knoxville  
865-558-0180  
[daniel.maw@fastsigns.com](mailto:daniel.maw@fastsigns.com)

SignsNSuch  
10932 Murdock Dr a104, Knoxville  
865-671-8788  
[david@signsnsuch.net](mailto:david@signsnsuch.net)

Signarama  
Jonathan Flenniken  
123 Perimeter Park Road, Suite D, Knoxville  
865-766-5209  
[jflenniken@signarama-knoxvillesw.com](mailto:jflenniken@signarama-knoxvillesw.com)

GAS Wraps & Great American Sign & Screen Printing  
Brett Selwitz  
10741 Lexington Drive, Knoxville  
865-357-7446  
[redelmo@aol.com](mailto:redelmo@aol.com)