



# Dakotafire's EXPLORE LOCAL

## Sign up for this great way to bring customers into your store this summer!

### Here's how Explore Local works:

- 1** Customers visit participating businesses—such as yours!—with their Dakotafire Go Local Directory in hand.
- 2** They'll ask you to add a stamp or signature to the Explore Local page in their directory. You'll give them whatever stamp or signature you've chosen.
- 3** Customers will work on collecting more stamps or signatures in their directory. Once they have 10, they'll send us the page (by mail, email, or text) and we'll send them a car decal and Go Local Bucks.
- 4** Some customers may return to your store to spend their Go Local Bucks. You'll take the Go Local Bucks and give them the items that they'd had a great adventure to find and purchase.
- 5** You'll send those Go Local Bucks back to us, and we'll reimburse you for the face value of the Go Local Bucks.
- 6** You'll have a new customer who had a great time discovering your store!

**This program costs you nothing!** You just need to have purchased a directory listing to participate.

**People love games!** And one of the goals of this game is detouring out of their usual route to find and visit stores like yours.

**People love adventures!** And after this game, they'll have a positive feeling associated with your store.

Please add the stamp or signature that you'll use for the directory below. (We want to make sure people have actually visited your business.)  
**Get creative! Be distinctive!**

### Yes, I want to participate in Explore Local!

I agree to stamp and/or sign customers' Explore Local pages in the Dakotafire Go Local Directory. I'll make sure my employees know about this program also.

I also agree to accept Go Local Bucks. I'll send Go Local Bucks to **Dakotafire Media, PO Box 603, Frederick, SD 57441** within 30 days of acceptance from the customer. Go Local Bucks will be reimbursed within 15 days of our receipt of them. *The last day to send in Go Local Bucks for reimbursement is **Sept. 15, 2017.***

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

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