

LOVE THE LOCALS



Dear Business Owner,

In an effort to promote your business located in Edinburg the EEDC is currently working with CBS Ch. 4 Valley Central on a Love Your Locals campaign which features our community's local businesses.

Love the Locals is a multi-media plan to advertise your business. Participating in the Love the Locals commercial is at **No Cost** to you. The commercial will provide additional exposure to your business featuring your business as part of the "Love the Locals" campaign.

Here is a youtube link with a sample of what they have done in the past with other EDC commercials. <https://www.youtube.com/watch?v=wbWUCNQI1kU&feature=youtu.be>

You will need to provide talking points featuring your business. We will be contacting you shortly to ask you a few questions, so we can provide the information to the television station script writers.

If you would like to participate in the campaign, please note the commercial crew will be coming from shooting another commercial so the time given to you is an approximate time. It may be earlier or a little later.

We would like to thank you in advance for your consideration in being a part of Love the Locals advertising campaign and we appreciate you making Edinburg home to your business.

Please feel free to contact us if you have any questions.

Respectfully,

Michael Balderas

Work Force Development & Special Events Coordinator

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and

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Director of Business Operations & Marketing

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Edinburg Economic Development Corporation

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LOVE ♥ THE
LOCALS



ADVERTISING CAMPAIGN

Business Name: _____

Contact Name: _____

Address: _____

Contact No.: _____

Email: _____

COMMENTS:

TALKING POINTS:

Hours of Operation:

Specials:

Known For:

Best Seller:

Have Been in Bus.: