

#ComeBackDowntown613 Campaign

March 2022

Overview

Between pandemic shutdowns and recent protests, Downtown Ottawa businesses have been through an incredibly challenging two years. Although protests have ended and restrictions are beginning to lift, many businesses are still feeling their effects.

As a fellow Downtown Ottawa business that's witnessed the challenges our city has been through, **Nelligan Law wants to help out our neighbours and encourage the local community to #ComeBackDowntown613.** We're launching this campaign to amplify profiles of local businesses and bring in patrons through social media gift card giveaways.

The Ask

If your business has been negatively impacted by the Downtown protests that took place during the month of February 2022, we would love to support your business!

We are currently looking for businesses interested in participating in the **#ComeBackDowntown613** campaign.

Participating businesses can expect to receive the following support from our campaign:

- 1. A purchase of a gift card/certificate to your business.**
 - Based on the number of businesses participating, we will coordinate with you to purchase a gift card/certificate to your business to give away on our social channels.
- 2. A dedicated social media post featuring your business with a giveaway for the gift card purchased.**
 - We want to share your story! Using the information you provide us in the questionnaire, we will share your business' story.
 - The gift card/certificate we purchase from you will be given away to a local resident through our social media channels (Facebook & Instagram).

3. Additional coverage through digital campaigns, influencer marketing and earned media.

- We will be running digital ads to build excitement and gain traction around the campaign
- Our team will be reaching out to local media outlets and influencers to help spread the word about our campaign.

Participating businesses will be required to provide the following:

1. A completed Google form for your business

- The link to the form is provided in the section below
- The Google Form should be filled out in detail to ensure we can share your story

2. A high-resolution photo of your business AND of yourself (owner/manager)

- These photos will be used on our social channels when we create a post for your business and may be used for other purposes related to the campaign.
- Please ensure photos are sized appropriately to be used on social media and represent your business.

How to Participate

If you are a business interested in participating in our **#ComeBackDowntown613** campaign, *please fill out the Google Form by clicking on the hyperlink below.*

[#ComeBackDowntown613 Business Participation Form \(click here\)](#)

Once the form is completed, a member of our team will review your response to determine if it is a good fit for our campaign. Should we choose to proceed, a member of our team will reach out to coordinate the gift card purchase and access to photos.

While we will do our best to accommodate everyone, please note that limited spots are available.

Should you have any questions regarding the campaign, please contact Hannah Saunders at hannah.saunders@nelliganlaw.ca.

On behalf of the team at **#ComeBackDowntown613**, we thank you for your interest and support!