

SHOP SMALL! EVERY SATURDAY!

#ShopSmallHenderson

What is Shop Small EVERY Saturday?

Shop Small Saturday is no longer just a single day event! It is a reminder for the community to support local merchants and businesses every Saturday. Our local economy benefits when we shop in our community. Visit your favorite shops, eateries, and businesses, in person or online (every Saturday)!

Eligibility:

Open to all Water Street District businesses with a valid business license. Must be 18 years old for submission. ShopSmallEverySaturday.com will FEATURE one video per week on the website and on encourage sharing it on several social media sites including the Water Street District Business Association, the City of Henderson, The Henderson Chamber of Commerce and the Water Street District.

Video Format:

- MP4 or MOV cell phone video shot horizontally
- No longer than 3 minutes
- Video must focus on Shopping Small on Saturdays
- Include your business name, your product or service offering, and the easiest way to contact you (website, Facebook, location, phone etc.)

Don't forget to tell us what makes your business unique or sets it apart – have fun!

For additional information call (702) 670-5027, email communications@wsdba.org or visit <https://www.wsdba.org/>. Follow the WSDBA on Facebook at @HendersonWSDBA or on Instagram at @hendersonwsdba.

10 TIPS TO CREATING YOUR SHOP SMALL EVERY SATURDAY VIDEO



01

KISS (Keep It Simple Sweetie!)

02

Smile when you talk

03

Tell the audience the most important thing you want them to know about your business

04

Don't overthink it

05

If you have a shirt with your logo on it, wear it

06

Show off your store, office or team. Or show off yourself.

07

Tell the audience how to reach you (your website or phone #)

08

Practice a couple times with the camera – Hold it horizontally

09

Mention supporting small businesses EVERY Saturday

10

Keep it under 3 minutes

Submit it:

shopsmallevarysaturday.com

www.wsdba.org

702-670-2057