



City of Porterville, Economic Development Division ♦ 291 N Main St ♦ Porterville, CA 93257
(559) 782-7460 ♦ (559) 781-6437 FAX ♦ Office Hours: Mon-Fri 7:30 AM – 5:30 PM

Shop Local Campaign

Introduction

Welcome to SHOP LOCAL! We are excited to have you join the City, the Porterville Chamber of Commerce, and local businesses and organizations for the 2024 Shop Local Porterville Campaign. The campaign is designed to encourage people to shop locally and support local businesses. The goal is to highlight fifty (50) local businesses within the City limits of Porterville. Another goal is to increase foot traffic to emphasize our local talent and encourage local commerce.

How to Participate

We will be promoting your businesses on social media as we did in 2023. In order to allow us to be more consistent we will need pictures of your businesses and also some highlights of your businesses to let our social media followers get to know you and your business. This campaign is at no cost for businesses and businesses are not required to provide prizes, but some have decided to donate items for upcoming campaign winners.

The application, attachments and documentation will be accepted on a first come first served first completed basis until all fifty (50) business spaces are filled. Only completed applications will be accepted by mail, email and in person delivery and images must be of high resolution and provided in a .jpg or .png format. If you have any questions about the campaign or application, please contact City of Porterville Community Development Department at ecdev@ci.porterville.ca.us as well as by phone (559)782-7460.

Hard Copies Mailed/Delivered to: City of Porterville, Economic Development Division
291 N Main St, Porterville, CA 93257

Application

Business Owner Name(s):	Main Contact Person:
Business Name:	City of Porterville Business License #:
Business Address:	
Days of Operations/Hours of Operation:	
Sunday	Thursday
Monday	Friday
Tuesday	Saturday
Wednesday	
Daytime Phone #: ()	Evening Phone #: ()
Please provide a short description of your business that can be used in the campaign marketing material:	



Do you plan on having promotions/sales events etc. that you would like us to highlight during the campaign (tentatively scheduled for the Fall 2024)? If so, you can list it here and we will include it as space is available.

Additional Information to Provide with Application:

- 1-2 30 Second Video – (optional) We reserve the right to crop it to fit content
- 5-10 Pictures – Highly recommended so we can highlight you on social media

Signature

Date

Title

Content Submission Disclaimer for Shop Local Porterville Campaign:

By submitting content (photo, video, or other media) to Shop Local Porterville Campaign, you agree to the following terms and conditions:

Ownership and License: You retain ownership of your submitted content. By submitting, you grant the City of Porterville and Porterville Chamber of Commerce a non-exclusive, royalty-free license to use, modify, distribute, and display the content in connection with the Shop Local Porterville on various platforms, including but not limited to social media, websites, and print materials.

Permissions and Consents: You confirm that you have obtained all necessary permissions and consents for any third-party content or appearances included in your submission. Your content must not infringe on any intellectual property rights.

Accuracy and Responsibility: You are responsible for the accuracy of the information in your content. The City of Porterville and Porterville Chamber of Commerce is not liable for any inaccuracies or false claims made in your submission.

Right to Edit or Reject: The City of Porterville and Porterville Chamber of Commerce reserves the right to edit, modify, or reject any content that does not meet our standards or guidelines. Submitted content should adhere to qualify and appropriateness standards set by the campaign.

Indemnification: To the fullest extent permitted by law, you agree to indemnify and hold the City of Porterville and Porterville Chamber of Commerce harmless from any claims, damages, or liabilities arising from your submitted content, or your participation in this campaign.

Promotion and Distribution: Your content will be used for the promotion of the Shop Local Porterville on various platforms. This may include social media, websites, and print materials.

No Endorsement: Participation in the campaign does not constitute an endorsement of the views or opinions expressed in the submitted content.

Duration of Use: The City of Porterville and Porterville Chamber of Commerce may use your submitted content for the duration of Shop Local Porterville and to promote future campaigns. Content may be removed upon request after the campaign ends.

