

# Think **AIRDRIE**

## What is *Think* **AIRDRIE**?

- Think Airdrie is intended to promote all aspects of Airdrie to residents and local businesses. We want people to Think Airdrie when it comes to work and play. What do you think about a community where residents, organizations, businesses, professionals, cultural and sports groups, volunteers and social clubs all work together in support of one another? This is the essence of Think Airdrie. Think Airdrie. It's all here for you!

## Who is behind *Think* **AIRDRIE**?

- The Think Airdrie committee consists of members of the Airdrie Chamber of Commerce, the Economic Development Department of the City of Airdrie, local business owners, and local media. The Think Airdrie Committee is the driving force behind Think Airdrie. Think Airdrie was the brain child of the Airdrie Chamber of Commerce and the Economic Development of the City of Airdrie.

## Why should I "*Think* **AIRDRIE**"? What's in it for me?

- Think about how your spending habits and choices for services affect your community. Think of local businesses as your neighbours. When you support a local business, you are in turn supporting your own needs for recreational and cultural programs that these businesses support. Think about your life in Airdrie and what you like best. Chances are the amenities, the events and the lifestyle options you have to enjoy have been impacted by Airdrie businesses and more importantly other Airdrie residents. You win. Your community wins. Whenever you Think Airdrie.

## Is this just another shop local campaign?

- While we definitely want to encourage Airdrie residents to shop local, Think Airdrie goes beyond retail. Think Industry—construction, manufacturing, oil & gas, utilities, transportation, agriculture and more. Think Professionals—medical, dental, legal, corporate, technical, administrative, consulting, financial, wellness and more. Think Business—retail products and services, home, garden, fashion, automotive, grocery, pets, office and more. Think Community—housing, lifestyle, fitness, social and sports organizations, activities, volunteers and more. Think Culture—restaurants, theatre, festivals, music, art, dance, drama, events, markets and more.

## Who is funding *Think* **AIRDRIE**?

- The Airdrie Chamber of Commerce and the Economic Development Department of the City of Airdrie provided start up funds for Think Airdrie. Going forward it is anticipated that Think Airdrie will be funded by local business participants.

## How can I get involved in *Think AIRDRIE*?

- Contact us to sit on the Think Airdrie Committee
- Think Airdrie in everything that you do—social activities, shopping, work, recreation, community, and culture. Look to Airdrie for everything you need. Think Airdrie. It's all here for you!
- Encourage others to Think Airdrie.
- If you have an idea for an event or promotion that fits with Think Airdrie send us an email to [info@thinkairdrie.ca](mailto:info@thinkairdrie.ca).

## How do local businesses benefit from *Think AIRDRIE*?

- Think about how you source products and services for your business. Think of local businesses first. They are partners in your success. Think about how you give back to the community. Does a certain demographic or target market represent business opportunities for you? Do specific causes or organizations have a natural marketing tie-in for you? Does the group or project currently support your business? When you make decisions to invest back into the community to help your business grow, think of those opportunities that best bring consumers back to your door. It should be a win-win scenario. It makes good business sense. You win. Your community wins. Whenever you Think Airdrie.

## How can local businesses promote *Think AIRDRIE*?

- Talk about your local involvement with your customers. If you sponsor a local team or event, promote it in your newsletters and communications.
- Encourage your clients to Think Airdrie for everything they do. Chat up local events and activities, put up posters for local charities, and cross promote by recommending complementary businesses.

## Where can I get *Think AIRDRIE* promotional materials for my business or event?

- Decals, tent cards, and brochures are available at the Airdrie Chamber of Commerce office, #106, 120 – 2<sup>nd</sup> Avenue NE.
- Place the Think Airdrie logo on your web-site and in your print advertising.

## How do I get someone to come out to my group or organization to talk about *Think AIRDRIE*?

- Contact Think Airdrie at [info@thinkairdrie.ca](mailto:info@thinkairdrie.ca).