

#ALLINFORSLTX

WE'RE #ALLINFORSLTX – ARE YOU?

#AllInForSLTX is a campaign started by the City of Sugar Land Office of Economic Development as a creative way to stimulate the local economy and encourage shoppers to re-engage with local businesses as the City continues to safely reopen. A main component of the #AllInForSLTX campaign is the “Sweet Cash” program which helps to support small businesses in Sugar Land struggling with economic uncertainty.

HOW THE PROGRAM CAN BENEFIT YOU – BUY, GET, GIVE

By encouraging your customers to **BUY** a \$40 or more gift card from your business, your customer can then submit a copy of the purchase, and **GET** a gift card from a Sweet Cash participating business for up to 50% of the original gift card value. Additionally, your customer will then be able to **GIVE** an additional gift card from Sweet Cash to a frontline worker. The more gift cards your customers purchase, the more they can get and give in return. It all starts with a single gift card purchase from your business!

FREQUENTLY ASKED QUESTIONS

- **If I'm not a “participating business” in the Sweet Cash program, can I still take part?**
 - Yes, you can.
- **How can I take part in the Sweet Cash program now?**
 - Since we are encouraging people to purchase gift cards or gift certificates from ANY Sugar Land business, here's how you can take advantage in three simple steps:
 1. Promote that you sell gift cards or gift certificates via social media or any platform of your choosing. (Ensure that your Sugar Land business address is clearly marked on the receipt).
 2. Include in your messaging that by buying a gift card or gift certificate from your business, the buyer will get a another gift card valued at up to 50% of their purchase from the City of Sugar Land and as a bonus they'll have the chance to nominate a frontline worker to receive an additional gift card.
 3. Tag @VisitSugarLand in your social media posts so they can reshare across their platforms.

HOW TO GET THE WORD OUT

The more people learn about the Sweet Cash program, the more they will buy gift cards and the more it will help stimulate Sugar Land's economy!

SOCIAL MEDIA

We've created a Sweet Cash badge and graphic that you can use to post on your website and social media channels (see attachment in email for files). When posting on social media, you can use the sample posts listed below ***(PLEASE EDIT TO MATCH YOUR TONE AND STYLE)***

1. INSERT BUSINESS NAME HERE is #AllInForSLTX! Take part in the Sweet Cash program by buying a gift card from us and get another gift card valued at up to 50% of your purchase from the City of Sugar Land. As a bonus, you'll give an additional gift card to a frontline worker! Go to www.AllInForSLTX.com for full details.
2. BUSINESS NAME is #AllInForSLTX! #AllInForSLTX is a campaign started by the City of Sugar Land Office of Economic Development as a creative way to stimulate the local economy and encourage shoppers to re-engage with local businesses as the City continues to safely reopen. A main component of the #AllInForSLTX campaign is the "Sweet Cash" program that helps to support small businesses like ours!
3. To take part in the Sweet Cash program, all customers have to do is buy a \$40 to \$200 gift card from any business located in Sugar Land; then submit proof of purchase at www.sugarlandecodev.com. Upon verification of submission, customers will get a gift card from a participating Sweet Cash business valued at up to 50% of the original gift card, and then have an opportunity to give an additional gift card to a frontline worker. Link: www.AllInForSLTX.com

Remember to tag us @VisitSugarLand and use hashtag #AllInForSLTX

WINDOW DECAL

By posting on social media or sharing this information with your customers, you can get an exclusive Sweet Cash window decal to put in your storefront to showcase your support and participation in the Sweet Cash program!

WHERE YOU CAN FIND MORE INFORMATION

Visit www.AllInForSLTX.com for more information on [how it works for participating businesses](#), [how it works for consumers](#), [Sweet Cash FAQs](#) and [Sweet Cash Rules and Participation Guidelines](#).

For any additional questions or suggestions, reach out to ecodev@sugarlandtx.gov.