

## **SANFORD MAINE 250<sup>TH</sup> ANNIVERSARY COIN PROMOTION**

In 2018, Sanford celebrates its 250<sup>th</sup> anniversary all year long! The Sanford 250<sup>th</sup> Celebration Committee would like to extend an invitation for your business to participate in a year-long, community-wide promotional event.



The committee has ordered a limited number of commemorative coins, stamped with the special Sanford 250<sup>th</sup> Anniversary logo, that will be sold and distributed as gifts throughout 2018. In addition to being beautiful keepsakes, these coins will be accepted as “vouchers” for various 250<sup>th</sup> Anniversary promotions at participating businesses throughout the community. Each participating business will offer a special discount or promotion as part of this program and will be provided with a 250<sup>th</sup> logo poster to put in their window or on a counter to advertise their participation. The coin promotion will start on the city’s anniversary, February 27, 2018, and continue through December 31, 2018. Promotional offers will be reserved for those who hold and present a commemorative coin at the time of service. Each participating business must continue their special throughout the year so that anyone who purchases or receives a coin during 2018 will have ample time to use it. Participating businesses will be listed and promoted as participants on the City & Chamber of Commerce websites throughout the year.

If you are interested in taking part in this unique opportunity to support Sanford’s 250<sup>th</sup> Anniversary celebrations, please call Lorisa Ricketts at the Sanford Regional Economic Growth Council at 207-608-4176 or e-mail [lkicketts@sanfordmaine.org](mailto:lkicketts@sanfordmaine.org). A full list of coin promotion guidelines with a sign-up sheet for business participants is attached.

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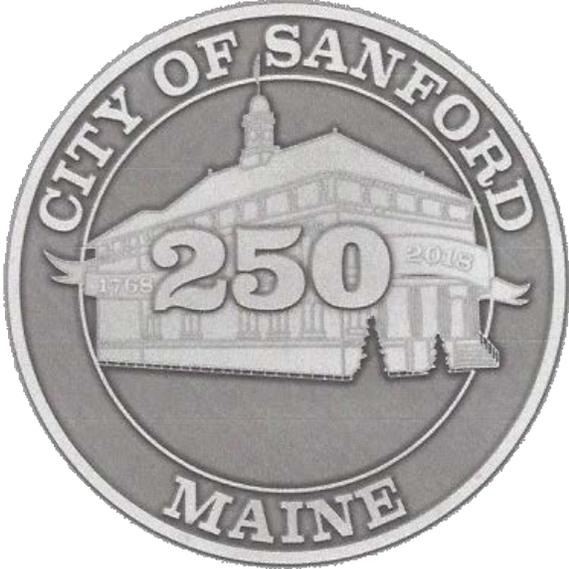
To participate in the coin promotion program, complete and sign the attached participation agreement and either email a PDF to [lkicketts@sanfordmaine.org](mailto:lkicketts@sanfordmaine.org) or mail a hard copy to:

Lorisa Ricketts  
Sanford Regional Economic Growth Council  
917 Main Street, Suite D  
Sanford, Maine 04073

Questions may be emailed to the address above, or you can phone (207) 608-4176.

The specially-commissioned 250<sup>th</sup> anniversary coins will pewter-toned and will feature the City's sestercentennial logo on the front with the Sanford, Maine logo on the back, tying the community's rich history to its vibrant future.

Front of Coin:



Back of Coin:



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Please Note: We encourage businesses to create their own special Sanford 250<sup>th</sup> Anniversary products or services that will be available throughout the year to all customers, not just coin-holders, to help celebrate. Examples of such specials may include special flavors, foods, meal deals, products, or services. We are happy to promote these special products in addition to anniversary coin promotions, but please note that, to avoid confusion, the coin promotion posters will only be distributed to businesses participating in the coin promotion program.

**Sanford 250 Coin Promotion Participation Agreement**

Name of Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact E-mail: \_\_\_\_\_

Details of Coin Promotion:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I understand that by participating in the Sanford 250<sup>th</sup> Anniversary Coin promotion, my business is agreeing to offer a promotional deal, as detailed above, from February 27, 2018 through December 31, 2018, to any individual who presents a Sanford 250<sup>th</sup> Anniversary commemorative coin in person at my establishment.

Any limits on number of times the promotion may be used, etc. will be up to my business's discretion, but the terms of the promotion will be clearly communicated and posted in writing for customers to see in the establishment throughout the promotional period.

I will ensure that all staff at my establishment are thoroughly informed of the promotional deal and what it entails, as well as what customers must do to receive it.

I agree that if there need to be any changes to the terms of the special offer, I will promptly inform the Chamber of Commerce so the changes can be noted in any Chamber of Commerce or City of Sanford 250<sup>th</sup> Anniversary Coin Promotion materials.

I understand that neither the City of Sanford nor the Sanford-Springvale Chamber of Commerce is responsible for enforcing any offers made by any business under this program; nor are they responsible for reimbursing any customer who is dissatisfied with any offer made under this program.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_