WIN WHAT YOU SPEND

Business Participant Guide + Terms & Conditions

Driving Dickinson County | 2026 Holiday Campaign

Registration: October 15-November 18, 2026 | Campaign: November 27-December 24, 2026
Participation is free for eligible Dickinson County businesses.

Driving Dickinson County's **Win What You Spend** campaign is designed to encourage more holiday spending to stay right here in Dickinson County.

From **November 27 through December 24, 2026**, shoppers will be encouraged to make purchases at participating local businesses and drop their qualifying receipts into campaign ballot boxes for a chance to win back what they spend. Winners will be drawn until the full **$1,000 prize pool** has been awarded.

For participating businesses, the campaign creates another reason for customers to choose local during one of the most important shopping periods of the year. Businesses will be included in countywide campaign promotion, listed as participating locations, and provided with a ballot box and campaign materials to help make participation simple.

For the community, the goal is bigger than the prize itself. Every purchase made locally helps support Dickinson County businesses, local jobs, downtowns and commercial districts, while keeping more holiday dollars circulating close to home.

The campaign also gives shoppers a reason to discover businesses they may not normally visit, return to familiar favorites and think intentionally about where they spend during the holiday season.

Why participate?

By joining Win What You Spend, your business becomes part of a coordinated countywide effort to:

- Encourage residents to **shop locally during the holiday season**
- Drive customer traffic to participating Dickinson County businesses
- Increase visibility for businesses through shared campaign promotion
- Give shoppers an added incentive to choose local over out-of-county or online options
- Introduce customers to businesses and communities throughout Dickinson County
- Support local jobs and strengthen the county's overall business community
- Create a fun, easy way for businesses to participate in a shared holiday campaign at **no cost**

Driving Dickinson County will coordinate the campaign, provide participating businesses with the materials needed to take part, collect the ballot boxes after the campaign and administer the winner drawing.
Business registration is open October 15 through November 18, 2026.

What to Expect as a Participating Business

- **Free participation:** There is no fee for an eligible Dickinson County business to participate.
- **Promotion:** Participating businesses may be listed on the campaign landing page and included in Driving Dickinson County social media, e-newsletter, print and other campaign promotion.
- **Campaign materials:** Driving Dickinson County will provide campaign information, signage and a ballot box for each participating business.

- **Ballot box delivery:** Driving Dickinson County will deliver ballot boxes to participating businesses ahead of November 24, 2026.
- **Receipt-based entry:** Customers who make a purchase at a participating business may enter by writing their full name and phone number legibly on the receipt and placing it in a Win What You Spend ballot box.
- **Simple business role:** Businesses are not responsible for selecting winners or paying prizes. Businesses should provide normal customer receipts, host the ballot box, help make shoppers aware of the campaign and keep the box in a reasonably secure, accessible location.
- **Ballot box pickup:** Driving Dickinson County will collect ballot boxes from participating businesses during the week of December 28, 2026.
- **Collective drawing:** All eligible entries will be brought to the Driving Dickinson County office, combined into one drawing pool and winners will be drawn on January 5, 2027.

How the Shopper Promotion Works

1. Shop at a participating Dickinson County business during the campaign period, November 27-December 24, 2026.
2. Receive a dated receipt showing the participating business name and purchase amount.
3. Write the shopper's full name and phone number legibly on the receipt.
4. Place the receipt in a Win What You Spend ballot box at any participating business by the end of the campaign period.
5. Driving Dickinson County will collect all ballot boxes the week of December 28, 2026 and combine all eligible entries into one collective drawing pool.
6. Winners will be drawn at random on January 5, 2027. Drawings will continue until the full $1,000 prize pool has been awarded.

Prize example

If the first selected eligible receipt is $65, that shopper receives $65. If the next selected receipt is $145, that shopper receives $145. Drawings continue until the $1,000 prize pool is exhausted. If only $200 remains and the next selected eligible receipt is $350, that shopper receives the remaining $200 and the campaign prize pool is complete.

Participant Terms & Conditions

Eligibility to participate. Businesses must have a physical business presence in Dickinson County, Kansas, and be approved by Driving Dickinson County for participation.

Registration period. Business registration is open October 15-November 18, 2026. Driving Dickinson County may close or extend registration if needed for campaign administration.

Campaign period. Only purchases made from November 27 through December 24, 2026 are eligible for receipt-based entries.

Ballot boxes. Driving Dickinson County will provide one campaign ballot box to each participating business ahead of November 24, 2026. Businesses agree to display the box in a reasonably secure and accessible location and keep submitted entries in the box until pickup.

Receipts. Receipts should clearly identify the business, transaction date and purchase amount. To enter, the shopper must legibly write their full name and phone number on the receipt and place it in a campaign ballot box.

Shopper age. Shoppers must be age 18 or older to be eligible to win.

Collection and drawing. Driving Dickinson County will collect ballot boxes during the week of December 28, 2026. All eligible entries will be combined into one collective drawing pool at the Driving Dickinson County office. Winners will be drawn at random on January 5, 2027.

Prize pool. The total campaign prize pool is $1,000. A selected winner may receive the value shown on the eligible receipt, limited by the amount remaining in the prize pool. Drawings will continue until the full $1,000 has been awarded.

Winner verification. Driving Dickinson County will verify eligibility before awarding a prize and may contact a participating business to confirm a transaction.

Business employees. Owners and employees of participating businesses may participate using eligible receipts from other participating businesses. They may not submit receipts from their own business or employer.

Promotion permission. By registering, the business gives Driving Dickinson County permission to use its business name, logo and submitted business information in campaign-related promotion.

Business responsibilities. Participating businesses agree not to alter campaign rules, promise a prize, guarantee that a shopper will win, tamper with entries or ballot boxes, or represent themselves as responsible for winner selection.

No guarantee of results. Participation does not guarantee increased sales, traffic, publicity or other business results.

Changes or cancellation. Driving Dickinson County may make reasonable administrative changes, suspend or cancel the campaign if necessary due to circumstances affecting fairness, legality or operation of the program.

What We Ask Participating Businesses to Do

- Display the provided ballot box and campaign signage in a visible, reasonably secure location during the campaign.
- Provide normal, dated receipts showing the business name and purchase amount.
- Remind shoppers to write their full name and phone number legibly on the receipt before placing it in the ballot box.
- Keep submitted entries in the campaign ballot box until Driving Dickinson County picks it up during the week of December 28, 2026.
- Share campaign posts or graphics when possible to help drive countywide awareness.
- Contact Driving Dickinson County with questions rather than creating separate or conflicting campaign rules.

Registration Acknowledgment

By submitting the Win What You Spend business registration form, the authorized representative confirms that the business has reviewed and agrees to these participation expectations and terms.