

Bricks Need Mortar Member Benefits

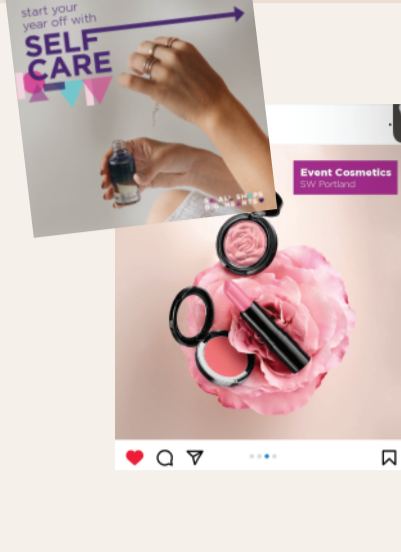
Small Shops Big Hearts Social Media

- 1 Dedicated Shop Spotlight Video per calendar year

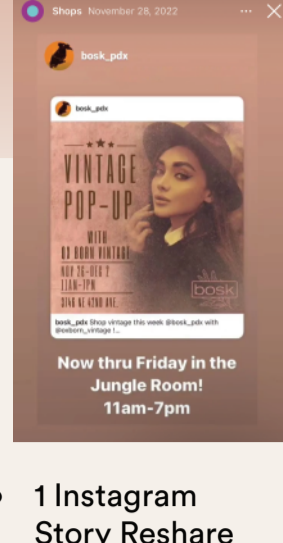


- 1 Dedicated Shop Spotlight Static Post per calendar year

- 2 Features in a Group Carousel Post per calendar year



- 1 Instagram Story Reshare per month



In order to be eligible for story reshares, your shop must tag @smallshops.bighearts and the post must align with Bricks Need Mortar values.

*Note that this is exclusive of Win Big Shop Small holiday campaign posting schedule.

The Small Shops Big Hearts (SSBH) social media team maps out the shop spotlights 4-6 weeks in advance of posting and correlates the calendar with national holidays, honorary months, niche highlights.

Dedicated Shop Spotlight posts are typically created from content taken on-site by the SSBH social media team. SSBH cannot guarantee a heads up prior to the shop visit. SSBH cannot offer shop participation in edits or approvals of any post content.

In some cases Shop Spotlights will be created from found images/video on your shop's platforms.

How to share content with SSBH:

For Reels and Static Posts:

If your shop has an upcoming event you would like highlighted on the SSBH social media page, please let us know via DM SSBH Message to Jo Ann 6 weeks in advance. Information sent less than 6 weeks in advance may not be incorporated into the SSBH content calendar.

For Immediate IG Stories:

You may tag @smallshops.bighearts to have 1x/month shared to the SSBH IG stories.

More than Social Media



What you get:

Shop Small Guide basic listing

Shop Small Guide Full listing

Discover the Heart of Portland

Small Shops Portland Guides are distributed at Travel Portland Visitor's Center, Travel Oregon's Welcome Center at PDX airport, Portland hotels and at participating small businesses and partners. Small Shops Shopping Guides are created in conjunction with the annual Win Big Shop Small holiday campaign.

Promotion! Promotion! Promotion!

We produce the Discover the Heart of Portland Small Shops guide, distributing it at:

- The Travel Portland Visitor Center in downtown Portland
- The Travel Oregon Visitor Center at PDX Airport
- Portland Hotels
- Participating Small Businesses

We encourage participating shops to distribute in their online shipments in addition to their instore customers, to highlight the diverse and vibrant offerings and inspire consumers to Shop Portland's Small Businesses.

SMALL SHOPS BIG HEARTS



NEXT LEVEL SHOPPING

Modern Provisions is a unique marketplace for artisans, designers and entrepreneurs. Vintage and sustainable goods ravish the store, with houseplants draping and adorning the space.

Owner Benjamin Page opened the boutique in 2015, coming from a prior life of fixing up and selling homes in Los Angeles. A designer by trade, Page has a knack for marrying mid-century modern charm with organic, natural elements. Buttery yellow fontage pots, cobalt blue suede rugs, and cream ceramic candles make their home next to the irresistible funkiness of starfish butter knives, hand-carved jade, and silk wire decanters. Be inspired by the lush potted plants and succulents bringing some next level vibrancy to the tastefully curated space.

Explore Modern Provisions

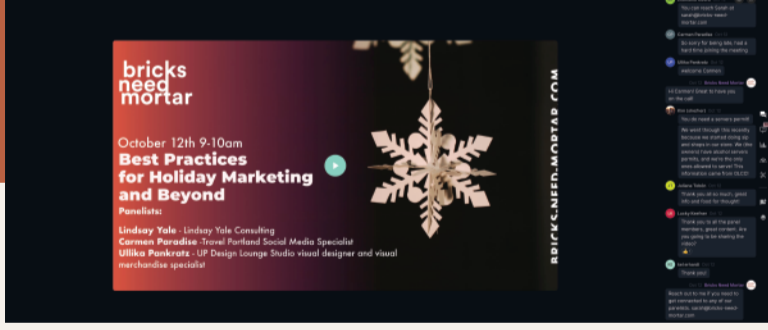
With an email list of 10K shoppers and growing, we send out a monthly email inspiring readers with community stories and small business features, reminding them of all the reasons to shop small businesses all year round.

We host Win Big, an annual event that makes shopping small fun and rewarding.

Participation is significantly discounted for BNM members.



Creating Community



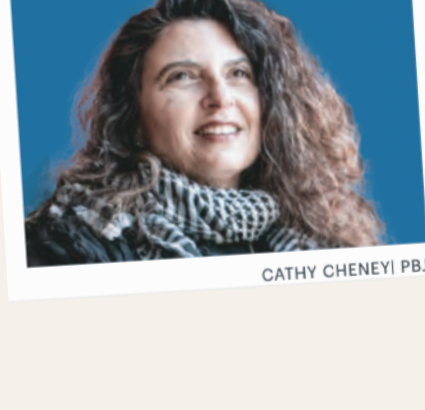
As the the environment in which we conduct business is ever changing the need for connection, person Shop Talks and virtual learning session + panel discussions to help you gain skills, partner with peers and have your voice heard.

GAME CHANGERS 2024

Bricks Need Mortar provides a voice and visibility for Portland's brick and mortar small businesses. We're honored that Bricks Need Mortar was featured by The Portland Business Journal for founder, Sarah Shaoul's tireless advocacy and guidance as small businesses work to recover from a difficult period with an eye to building a thriving and vibrant community for all who live, work and play in Portland.

Sarah Shaoul

Founder, Bricks Need Mortar



Sarah Shaoul, a longtime small business owner, launched the membership organization Bricks Need Mortar in the depths of the Covid-19 pandemic. The goal was to help small business owners navigate unprecedented challenges. Her work with Bricks Need Mortar has not let up as pandemic restrictions have loosened. The challenges faced by small businesses in Portland continue to mount with everything from dealing with break-ins and vandalism, extreme weather and the sharp decrease in tourism. Her work to organize and help a fragmented group of businesses have a voice will continue into 2024.



SEE FULL BENEFITS LIST