

# BUY NEARBY Weekend

Oct. 2-4, 2026

An annual celebration of Michigan-based retailers  
and small businesses.



## Sponsorship and Engagement Guide



# Keep Your Money in Michigan!



## Buy Nearby Guy's Weekend Road Trip

Bring the Buy Nearby Guy to your community during Buy Nearby Weekend!



### "Ultimate Destination" - \$1,000 (1 available)

Set the destination of Buy Nearby Guy's road trip! Spend up to **two hours** with Buy Nearby Guy, visiting your downtown and local businesses for photo opportunities and shopper engagement. Your community will receive:

- Social media and website call-outs as a sponsor for the road trip
- Sponsoring Partner Party Pack including: 2,500 cobranded Shop 3 Challenge punch cards, 25 posters, 50 balloons, and other promotional items.



### "Pit Stop Destination" - \$500 (3 available\*)

Bring the Buy Nearby Guy to your community with a "Pit Stop" during our road trip. Spend **30 minutes** with BNG, taking photos, and strolling downtown to connect with shoppers. Your community will receive:

- Social media and website call-outs as a sponsor for the road trip
- Sponsoring Partner Party Pack including: 1,000 cobranded Shop 3 Challenge punch cards, 15 posters, 25 balloons, and other promotional items.

*\*Subject to approval after Ultimate Destination is finalized.*

Claim now!



## Shop 3 Challenge Punch Card Contest

Encourage shoppers to visit at least three Michigan-owned businesses during Buy Nearby Weekend for a chance to win big!



### 1 punch card, 4 winners!

**\$500 prize for one lucky shopper**

Plus a 1-year membership or \$100 for the three Michigan-based businesses visited.



**Any Michigan-based business is eligible to participate and stamp/initial punch cards. MRA membership is not required.**

*No purchase required for entry. Shoppers must be 18+ to enter. See website for more details.*



Add your logo/brand to punch cards by sponsoring a **Community Party Pack!**



## FREE Buy Nearby Weekend Party Packs

Celebrate with MRA and spread awareness about the importance of buying nearby!



### For Michigan-based retailers and small businesses

Encourage all **locally-owned retailers** and **small businesses** in your community to request their **FREE** party pack.

*\*MRA membership is not required, but MRA member businesses will receive extra promo items in their packs.*



### For Community Partners

Claim a **FREE** party pack for your local Chamber, CVB, DDA, community bank or credit union, EDC, nonprofit, or other community resource organization. These packs include five additional posters, extra punch cards, and membership materials to share with local businesses.

Claim a kit now!



## Sponsoring Community Party Packs

By sponsoring a Partner Party Pack for your community, you'll be featured under the "Participating Destinations and Downtowns" on Buy Nearby Weekend promotions.



### Level 1 Sponsor - \$250

- 25 posters and infographics
- 1,000 cobranded punch cards
- Additional promotional materials to share with your community.



### Level 2 Sponsor - \$150

- 15 posters and infographics
- 500 cobranded punch cards
- Additional promotional materials to share with your community.



### Level 3 Sponsor - \$100

- 10 posters and infographics
- 250 cobranded punch cards
- Additional promotional materials to share with your community.

Looking for more ways to get involved? **Reach out!**



communications@retailers.com



Retailers.com  
BuyNearbyMI.com

# Celebrate Buy Nearby Weekend in your Community the first full weekend in October every year.

## Why Should You Buy Nearby?



MICHIGAN IS HOME TO  
**90,346** RETAIL  
LOCATIONS



**NEARLY 20% OF ALL  
RETAIL SALES IN  
MICHIGAN ARE REMOTE**

4% HIGHER THAN THE NATIONAL AVERAGE.

**Shifting 10% of our online shopping back to a  
Michigan-based business would help:**



**INCREASE EMPLOYMENT  
11,911 NEW JOBS**

DECREASE UNEMPLOYMENT IN MICHIGAN BY 5%



**BOOST LABOR INCOME  
\$557 MILLION**



**INCREASE MICHIGAN'S  
ECONOMIC ACTIVITY  
\$1.1 BILLION**



## Buy Nearby Weekend 2026 Activities

- **Free** Party Packs for MI-based retailers
- Buy Nearby Guy's Road Trip
- Participating Member Map and Directory
- Shop 3 Challenge Punch Card Contest:
  - \$500 prize for one lucky shopper,  
plus THREE winning retailers!

## About MRA

MRA is the nation's largest state retail trade association, representing more than 5,000 members and 15,000+ storefronts and websites across MI. We are "for the good of retail," with an advocacy-first approach to member service. Providing cost-saving member benefits, helpful resources, the Buy Nearby program, state-level legislative advocacy, and more, MRA is a membership that local businesses are grateful for.



603 S. Washington Ave.  
Lansing, MI 48933



Phone: 517.372.5656  
Toll-free: 800.366.3699  
Fax: 517.372.1303



Retailers.com  
RetailersInsurance.com  
BuyNearbyMI.com

