



We're thrilled to invite you to be part of **The Original Goodie Shop's 70th Anniversary Celebration** — a milestone marking seven decades of baking, community, and sharing the treats that have brought joy to generations.

As one of our valued collaborators, you'll help us spread the word about this special occasion by sharing the party and anniversary online with your audience. We would also like to invite you to attend the anniversary party.

To thank you for joining us, we'll send you a complimentary box filled with our most popular and beloved treats — a small taste of what's made The Original Goodie Shop a community favorite for 70 years, along with a \$25 gift card to the shop.

Together, we'll celebrate the past, share the sweetness, and make this anniversary one to remember.

Influencer Deliverables

Online Posting

- Spread the word about the birthday event on 10/18 from 11 am to 2 pm
- Showcase some of the Goodie Shop's popular treats through a birthday post
- Free samples of treats available the week of 10/12-10/18

Attending the Event

- We would love to invite you and your friends, and family to attend and post about The Original Goodie Shop's birthday party.
- The birthday party takes place on Oct. 18, 11 am-2 pm
- Family fun with a balloon artist, decorations, and a free piece of cake for those who visit

Tag & Mention Requirements:

- @originalgoodieshop

- Hashtags: #GoodieShop70 #TheOriginalGoodieShop
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Timeline

- 10/12-10/18

Creative Guidelines

Key Talking Points:

- The Original Goodie Shop is celebrating its 70th anniversary
- Birthday party on Oct 18 11-2 with free slices of birthday cake at the Original Goodie Shop (2116 Tremont Ctr, Upper Arlington, OH 43221)
- The Original Goodie Shop expanded last spring to provide for more room for customers and treats.

Do's:

- Mention the Sweetstakes
- Mention a product you recommend trying
- Showcase: The treats and/or the event

Don'ts:

- Don't compare The Original Goodie Shop to any competitors
- Don't include pictures/references to alcohol or drugs
- Alter product packaging
- Use profanity or sensitive topics

Sweetstakes Information

- Sweetstakes (3 winners)
 - Goodie Shop merch (t-shirt, mug, and sticker)
 - Free ¼ sheet decorated cake for the future
 - Grand Prize: Free Goodie of the Month for a Year
 - How to enter: Tag us online in an old photo enjoying OG shop products, or a pic of you at the Goodie Shop. Can also come into the store and add an entry.
 - “No Purchase Necessary.”
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Disclosure & Compliance

Please ensure all posts comply with **FTC guidelines**.

Use the following disclosures clearly and upfront: #ad #partnership

Compensation

Payment Type:

- Gifted Product: A box of The Original Goodie Shop's most popular treats
 - \$25 gift card to The Original Goodie Shop
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Contact & Support

Campaign Manager: Sydney Friedt

Email: friedt.8@osu.edu

If you're interested in working with us, please let me know so we can prepare your box of treats.

Please don't hesitate to contact us with any questions. We look forward to working with you!