



SMALL BUSINESS SATURDAY

November 28, 2026

What is Small Business Saturday?

Small Business Saturday is a national shopping holiday that takes place the Saturday after Thanksgiving. It was created to celebrate and support locally owned businesses like yours! Here in Downtown Tucson, we're highlighting our unique shops, restaurants, and experiences to encourage residents and visitors alike to shop local during the holiday season!

How can my business participate?

There are many ways your business can join in and benefit!

- 1. Offer a Special Deal or Promotion**
Provide a discount, limited-time offer, or gift-with-purchase to attract shoppers! **Submit your special offer by November 1, 2026 to participate!**
- 2. Promote Your Event Participation**
Share your SBS involvement on your own social media channels, tag **@DowntownTucson**, and use **#TucsonSmallBizSaturday2026** to maximize visibility.
- 3. Decorate and Create a Festive Atmosphere**
Add holiday décor, signage, or window displays to catch attention and create a welcoming shopping experience!
- 4. Collaborate with Neighbors**
Team up with nearby businesses to cross-promote or create bundled specials that encourage shoppers to visit multiple locations!

Promotion Ideas & Examples:

Buy 3, get 1 free on all cards, stickers, and magnets
- Ben's Bell's '25

10% off all services on Small Business Saturday
- Lash Boss '25

Complimentary appetizer with the purchase of two entrees
- Leo Kent & St. Cruz '25

Get an exclusive treat box with each \$50 gift card purchase
- Le Macaron '25

Bonus Opportunity:

The first 10 businesses who submit their promotion are guaranteed to receive a promotional reel on @downtowntucson's social media channels!

Ready to sign up?

Head to **<https://downtowntucson.org/submit-special>** to submit your special offer!
Apply by November 1, 2026 to participate fully!

No promotion idea is too big or small! Need help coming up with a promotion or have questions about how you can participate? Contact marketing@downtowntucson.org! Please note: Listings are available to merchants within the Downtown Tucson Business Improvement District.