



## Virtual First Friday Challenge

***Buy local art to help local galleries survive COVID-19!***

- **WHO & WHAT:**

- Thanks to a generous gift from the Cultural Office of the Pikes Peak Region (COPPeR), your First Friday purchase of \$50 or more from any of the venues listed at [PeakRadar.com/VirtualFirstFriday](https://PeakRadar.com/VirtualFirstFriday) will be matched with a gift of \$50 to that venue.
- Yes, some of the venues listed on Virtual First Friday aren't galleries, but they still represent local artisans. This is on the honor system, so please make a purchase that supports a local artist or artisan.
- No, not all the venues listed on Virtual First Friday offer online shopping. If you see something on their website that you want to buy, call the gallery and ask them to send you an email receipt. It will still count for the purposes of this challenge.

- **ELIGIBILITY:**

- Any purchase of \$50 or more is eligible, as long as it is transacted between **5-8 p.m. MST on Friday, June 5** and proof of purchase is IMMEDIATELY sent to [claire@downtowncs.com](mailto:claire@downtowncs.com) (see below).
- Eligibility will be determined based on the timestamp listed on the proof of purchase (e-receipt or email exchange with gallery owner).
- Proof of purchase must be IMMEDIATELY sent to [claire@downtowncs.com](mailto:claire@downtowncs.com) with the subject line "COPPeR ❤️ VFF." Receipt submissions will be honored up to 24 hours after the end of Virtual First Friday.

- **TERMS OF MATCH:**

- Purchases of \$50 or more will be matched at \$50 per purchaser, per gallery.
- The match is capped at \$500 per hour every hour for a total of \$1,500, which will be distributed on a first-come, first-served basis.

- **FOR EXAMPLE:**

- Hypothetical Heather buys \$75 worth of art, candles and jewelry from Kreuser Gallery's online shop at 5:15 p.m. on Friday, June 5. She immediately sends her proof of purchase to [claire@downtowncs.com](mailto:claire@downtowncs.com) with the subject line "COPPeR ❤️ VFF." The Cultural Office sends a check for \$50 to Kreuser Gallery.
- If Hypothetical Heather's friend Supposedly Susan also makes a purchase of \$50 or more from Kreuser Gallery, the Cultural Office will send Kreuser Gallery a second \$50 check.
- If Hypothetical Heather then buys an additional \$75 worth of art from Gallery 113, the Cultural Office will send a \$50 check to Gallery 113.
- If Hypothetical Heather makes two \$75 purchases at the same gallery, her purchases will still only be matched with one \$50 check. Please don't try to game the system; we're all friends here!

- **SUPPORT:**

- Please text, don't call, Claire Swinford, Director of Urban Engagement for Downtown Partnership, for real-time help during the challenge: 719-201-1630.

- **FAQ:**

- If I purchase something for \$100, does that mean I pay \$50, and the Cultural Office pays \$50?
  - No. The cost to the consumer is not reduced. You pay market price for the goods you wish to purchase, and COPPeR adds an extra \$50 in pure support funding to the business you're patronizing.
- If I purchase something for \$100, does that mean the Cultural Office pays \$100, too?
  - No. COPPeR will gift \$50 per purchase of \$50 or more, per venue, period. It is not a dollar-for-dollar match.
  - Likewise, one person doing multiple \$50 transactions at one venue will still only initiate one \$50 gift from COPPeR.
- The business keeps the \$50 just for the heck of it?
  - Well, we wouldn't say "just for the heck of it." They're in a tough spot and this is a way for regular consumers and philanthropic funders to help them through it!