

THE SWEENEY TICKET

Published by Sweeney Enterprises LLC, 77 Davis Street, Corning, NY 14830 - Company Owner Denis Sweeney
sweenenterprises.com Facebook.com/SweeneyEnterprises Twitter @ sweenenterprise 607.769.5145 dsweeney@sweenenterprises.com

Business Gifts That Produce Results



In some businesses and professions, it is customary (if not expected) to receive various types of business gifts. These might be promotional

items, tickets to sporting events, or gift baskets during a holiday season.

Business as Usual – Although revenue might not increase or decrease with the giving or elimination of business gifts, it is still a time-tested method to market. As marketing tools, business gifts especially with a brand or logo keep a company's name in front of the intended recipient. Of course, business gifts when directed to the appropriate individuals can certainly have a positive impact on sales and loyalty.

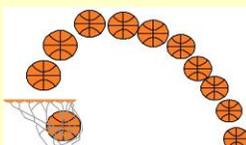
For this Holiday Season Here's a Distinctive Gift with Long Lasting Memories

Do you struggle every holiday season searching for a meaningful gift for that special someone in your life? Why not dust off those old VHS tapes of memories and have them converted to either DVDs or USB Flash Drives.

In fact, don't let those VHS video tapes deteriorate before your eyes. Sweeney Enterprises LLC can save and convert those tapes to a format you can view or listen! Contact me for a price list/order form sheet today before your tapes truly become "a thing of the past."



Become a Teammate in our Local High School Basketball Broadcasts



Our first broadcast is Monday, December 16 when Elmira plays Corning (boys). Contact me at dsweeney@sweenenterprises.com if you're interested in becoming a sponsor.

Our local high school boys' and girls' basketball broadcasts on THE PATRIOT 1230/1450, GEM 98.7 provide an opportunity to highlight your product and/or service to the listeners of our Corning, Elmira, Horseheads, Notre Dame, and Thomas A. Edison basketball broadcasts.

RADIO IS FAR FROM DEAD! As highlighted in the September 2018 edition of *Strategies & Tactics*, a Nielsen survey reported how 92% of adults in this country are weekly radio listeners. That's a higher percentage of adults who watch TV (88%) or use the internet on a computer (60%).

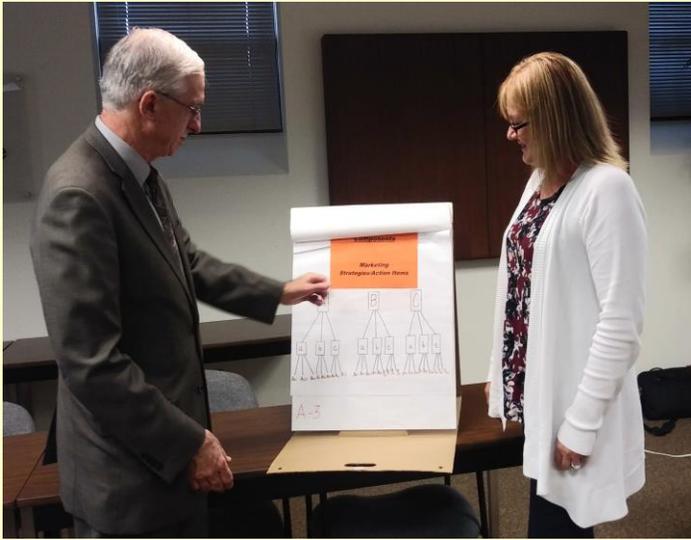
Making a Difference – There are also business gifts that can make a difference in another way and can have a huge impact with the recipient. These are the unexpected gifts. They come from unexpected donors to unexpected recipients. It's the receptionist or a host of other employees who receive an unexpected gift that means so much. It brightens their day and motivates them to excel in whatever they do.

It might be for a job well done, a special personal occasion, or a simple "thank you" to show appreciation for continued support and commitment to the company.

It's the Gesture that Counts – Business gifts do not have to be expensive to accomplish the intended results. Gifts let employees know that they are valued by bosses and colleagues. Customers also find a special meaning when they know a business gift was personalized for them.

It's the Gesture that Counts – In today's world of juggling work and family, "thank you" is frequently forgotten; therefore, a show of appreciation goes a long way. A small, unexpected gift can be amazingly refreshing. It energizes the recipient and makes the donor special. Consider giving a small gift to show appreciation for a job well done and make someone's day a special day.

Thank You 2019 Workshop Seminar Attendees



During this past year, *Sweeney Enterprises LLC* either collaborated or spearheaded on several workshop programs. These educational sessions targeted not-for-profit organization leaders and small business owners/managers.

Thanks to everyone who attended the following sessions:

- "Communication & Public Relations" – Elevate Elmira Entrepreneurs Program through the Chemung County Chamber of Commerce.
- "Long Term Success ≠ Push Button Marketing" – *Sweeney Enterprises LLC* Seminar for Success Program.
- "Unlocking Your Nonprofit's Fundraising & Marketing Potential" with Mark Wille of MRW Consulting through the Tompkins Chamber of Commerce.

As for 2020, be sure to check the *Sweeney Enterprises LLC* website and social media accounts for next year's proposed list of programs.

Visit Sweeney Enterprises LLC on the web and learn how Sweeney Enterprises LLC can serve as your marketing/public relations/video production consultant.

Sweeney Enterprises LLC
77 Davis Street
Corning, New York 14830

Sweeney Enterprises LLC:

A Member of the
Social Media Network

