

BUY LOCAL SAN ANTONIO

SA.gov/BuyLocal

Holiday 2026 Promo Kit

MAKING THE MOST OF YOUR
BUY LOCAL HOLIDAY PROMO KIT



The City of San Antonio Economic Development Department is proud to share this festive collection of marketing materials with our local business community. Open them in Canva, Adobe Express, or any design software you already use, and show customers you're part of the citywide Buy Local movement this season.

1 POST IT TODAY

Share the ready-made social graphic (1080 x 1350 px) on Instagram or Facebook as is. Use your caption to tell followers what makes your business special this holiday season.

2 MAKE IT YOUR OWN

Place your own photo under the transparent overlay and the lights, ornaments, and logo frame it for you. Try your storefront window, a best selling gift, or your team in holiday sweaters. Keep the key part of your photo centered.

3 REACH YOUR INBOX

Add the email header (1000 x 400 px) to the top of your newsletter to share holiday hours, gift card offers, or seasonal specials. Link to SA.gov/BuyLocal so customers can discover more local businesses.

4 GET CREATIVE

Use the characters, ornaments, and logo on flyers, register signs, table tents, gift guides, or pop-up market promotions.

5 QUICK TIPS

- Use assets as provided.
- Don’t alter, recolor, crop, or cover the Buy Local or City symbols.
- Keep text on social media graphics under 72 words and add alt text to images you post. Tag @cosaedd.

SOCIAL MEDIA TEMPLATES

1080 x 1350 px



Pre-made Graphic - Ready to post.
Add your own caption.



Transparent Overlay - Add to any photo.
Use the white logo version for darker backgrounds.

EMAIL NEWSLETTER

1000 x 400 px



Example Copy:

Make the Season Bright. Buy Local.

This holiday season, discover unique gifts, local favorites and festive experiences throughout San Antonio. Support local businesses while checking everyone off your list with the Buy Local Savings Pass, featuring special offers from participating businesses.

Explore holiday deals and download the Buy Local Savings Pass at buylocal.sanantonio.gov

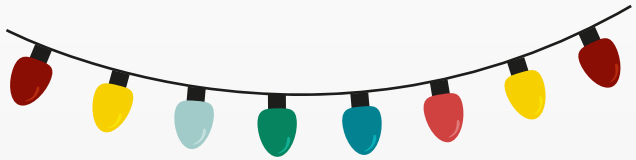
HOLIDAY ASSETS

Do not alter the assets. Do not remove or obscure City of San Antonio symbols or Buy Local logos.











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HOLIDAY ASSETS

Usage examples - Feel free to use the assets in whatever way best fits your creative vision.





ECONOMIC DEVELOPMENT

This promo kit was developed by the City of San Antonio Economic Development Department to support locally owned businesses and encourage buying local during the holiday season. Materials in this kit are intended for promotional use in support of the Buy Local initiative. **Please retain City of San Antonio and Buy Local branding when using provided materials.**

Questions or Need Assistance?

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