

*Lakewood Chamber's*

*Spot  
What's  
Hot*

*Race for the Chamber Cup*

**Challenge Runs  
July 13 – August 29**

**Register By  
July 6, 2026**

## *Race for the Chamber Cup*

This summer, Lakewood residents will vote with their check-ins at participating local businesses, helping one special establishment earn the title of **Lakewood's Hottest Spot for 2026** and take home the traveling Chamber Cup trophy until next year's winner is announced.

The Lakewood Hot Spot Challenge is a city-wide summer competition running from July 13 through August 29 that encourages residents and visitors to explore local businesses, earn points, shop local, and support their favorite Lakewood hot spots through digital check-ins on a map (similar to what was used during the Elf Challenge). Participating businesses select a participation level that determines how many points players earn when checking in at their location, with higher point-value levels creating stronger incentives for participants to visit, check in, and earn points throughout the challenge. Players compete for community gift card prizes, while participating businesses compete for the highest point totals and the title of Lakewood's Hottest Spot of 2026.

**Headline  
Sponsorship  
Available**

*Lakewood Chamber's*  
**Spot  
What's  
Hot**

LAKWOOD  
SINCE  
1911  
CHAMBER OF COMMERCE

**Registrations not received by June 26 are not guaranteed on the map.**

**Register At  
<https://tinyurl.com/spotwhatshot26>**

## **JOIN THE CHALLENGE**

Register today at: <https://tinyurl.com/spotwhatshot26>. Participating businesses will be featured on the official Lakewood Hot Spot Challenge GAME map and included in Chamber marketing throughout the challenge. **Businesses choose a participation level that determines how many points players can earn by checking in at their location, with higher point-value levels creating stronger incentives for participants to visit and earn points throughout the summer.**

## **PARTICIPATION LEVELS**

**1 Point Location** — \$15 + 1 gift card (\$5 suggested)

**5 Point Location** — \$30 + 1 gift card (\$10 suggested)

**10 Point Location** — \$45 + 1 gift card (\$15 suggested)

## **PARTICIPATING BUSINESSES RECEIVE**

- Lakewood Hot Spot Challenge GAME map listing
- A framed QR code sign for customer check-ins
- Window cling highlighting participation
- Chamber promotion through web, email, and social media throughout the campaign
- Hot Spot graphic toolkit with ideas for social media (hot products, specials, favorite finds, etc.)
- Increased visibility and repeat customer visits throughout the summer
- The opportunity to compete for the title of Lakewood's Hottest Spot of 2026

## **THE WINNING BUSINESS RECEIVES**

- Chamber-wide recognition and online promotion celebrating the winning business
- The traveling Chamber Cup trophy to display at their establishment until next year's challenge

