

## **"#MarylandMondays" Giveaways with the Maryland Office of Tourism**

**Objective:** Maryland Mondays is a partnership with the Maryland Office of Tourism to generate buzz about events, attractions, sites, etc. primarily through Visit Maryland's social media channels, as well as mentions within our Visit Maryland Now! consumer newsletter and Maryland Minute radio spots. Promotion of the giveaway brings awareness to industry partners, events and destinations, encouraging fans to make plans and purchase tickets if they are ultimately not the winners.

**Prizes:** One or more prize packages may be awarded. Concert tickets, hotel accommodations, special event admission, and attraction admission are just the start of Maryland Monday prize options! As long as the prizes promote tourism, we can come up with a catchy way to share gift cards & other prizes.

**How It Works:** Each Monday a new contest will begin and run through the following Sunday, with winner(s) being selected Sunday evening. #MarylandMondays will be the official hashtag used for these weekly giveaways. We aim to schedule giveaways 2-3 weeks before a scheduled event, and promote the event or partner during the promotion period. We post about the giveaway on Facebook (46,000 followers\*), Twitter (44,500 followers\*) and Instagram (44,700 followers\*). The winner(s) is randomly selected at the end of the promotion via a third-party application called WooBox. This timeline can be adjusted as necessary.

**What We Need From You:** If you are interested in partnering with us for a giveaway, we need the following information:

- The date of the event (if applicable), a brief description or synopsis, and a link for more information.
- How many tickets/items you want to give away: usually one or two pairs, or a family 4-pack is ideal, depending on the giveaway type. Is there an option for someone to purchase additional tickets?
- How the winner will receive their prize: is there an e-ticket to be emailed? Is there a will-call or box office pick up option? Is postal/snail mail the best option?
- Digital assets or marketing images -- photos or logos -- any assets to use to promote the giveaway. Images from past events are fine.

Please note, only one giveaway can run per week, so please contact Leslie Troy (ltroy@visitmaryland.org or 410-767-6298) at your earliest convenience to see when your prize can be worked into the schedule.

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*\* social media follower counts as of April 2018*