Crisscross Kosciusko: A Crossword Game for $hopper$

The Kosciusko County CVB is partnering with local chambers of commerce and town officials to create a county-wide promotion during the holiday shopping season. All retail and restaurant businesses in Kosciusko County are invited to participate in the promotion.

Promotion Period: October 15, 2010 – January 15, 2011

Target Audience: out-of-county visitors and in-county residents

Goal: The purpose of the promotion is to increase awareness of the retail and restaurant businesses throughout Kosciusko County and to generate traffic into these businesses.

Advertising: The promotion will be promoted through printed advertisements in regional markets as well as on a special promotion page on the Kosciusko County CVB website.

The Promotion: The promotion is based on a crossword puzzle; visitors will collect letters that will spell out the words of each participating town/city as they visit the participating business locations. No purchase is necessary to collect one letter from each business. The letters will be coded in a way that the CVB will be able to determine how many pieces were distributed from each participating business location.

Prizes: Visitors who complete the puzzle will be entered into a prize drawing for a $1000 cash prize. Other prizes will include prize packages and gift baskets from each participating town.

Budget: The Kosciusko County CVB and the participating chambers and towns are contributing funds to support the advertising for and the execution of the promotion. Sponsors are being sought for the cash prizes. Businesses must pay $25 to participate in the promotion; this will go toward advertisements for the promotion.

Merchant Responsibilities

- $25 participation fee
- Distribute letter pieces as requested by visitors to the business
- Contact the Kosciusko County CVB if additional letter pieces are needed
- Have game boards available at location; distribute as requested

Merchant Benefits:

- Increased awareness of business through promotion in advertisements and on game piece
- Potentially increased traffic and spending during promotion period
- Promotion in all advertisements and on CVB website
- Listed on the game board
- Receive reports including zip codes of all visitors who complete the promotion

CVB/Committee Responsibilities:

- Place advertisements in select regional market publications
- Create game board and pieces; distribute to all participating businesses
- Create special promotion webpage on CVB website
- Collect completed game boards at the CVB
- Determine central location for game board drop offs in each participating town
- Draw winners; distribute prizes
- Generate reporting for promotion

Questions? Contact Mary:
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