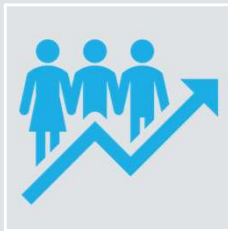




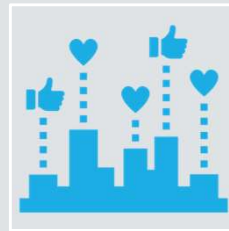
Wild & Wonderful Getaway Giveaway

Digital Promotions Packages

Are you looking to build your email database and find qualified leads? We have solutions.



Data



Leads



Digital Promotions

Wild & Wonderful Getaway Giveaway Promotion Overview



Overview

WV Living will be launching a monthly sweepstakes to encourage and celebrate West Virginia travel. Entrants will complete a brief form and be entered to win the grand prize of that month's West Virginia Getaway sponsor.



Prizes

Exclusive Grand Prize Sponsorship.
Winners will be randomly selected.



Survey or Quiz

Short travel related survey or quiz for each month of the sweepstakes.
Exclusive sponsor will have limited input on questions, including providing lead qualifying questions specific to their business.

Wild & Wonderful Getaway Grand Prize Sponsor

Investment: \$1750 + Getaway Prize

Timing: 3-week promotion running monthly from May-December 2021.

Recommended prize: All-inclusive weekend getaway.

Entrants complete a brief survey about West Virginia travel and are entered to win the grand prize of a West Virginia Getaway. Grand Prize Sponsor receives social, website & email promotions, survey results data, and respondent lead information.

Add Ons:

WV Living Print Ad Discount of 10%

Follow up email campaign: +\$300

A customized, fully branded emails sent to quiz respondents over 3 weeks.

Wild & Wonderful Getaway Giveaway Grand Prize Sponsorship

Investment: \$1750



REGISTRATION & CONTENT

- Featured logo
- Email Opt-In
- Up to 3 relevant lead generation questions
- Survey question input
- Optional Facebook Like Box



EMAIL

- Logo inclusion on promotional e-blast emails to database of 35,000 and growing
- Logo inclusion on promotion ad in Weekender e-blasts
- Thank you email to all entrants with banner ad/coupon + link
- Optional Add On: Follow up email campaign



DIGITAL

- Sponsorship mention on WV Living website.
- Mentions on Facebook and Instagram throughout the campaign
- One boosted Facebook post with customized message/image
- Rotating Block Ad on WV Living website for 1-month during the promotion.



PRINT

- Inside Front Cover, half page ad in *Wonderful West Virginia* magazine**
- 10% discount on insertions in WV Living magazine

Sponsor will also receive analytics, survey results, leads/contact information for opted-in registrations, and data collected at the end of the promotion.

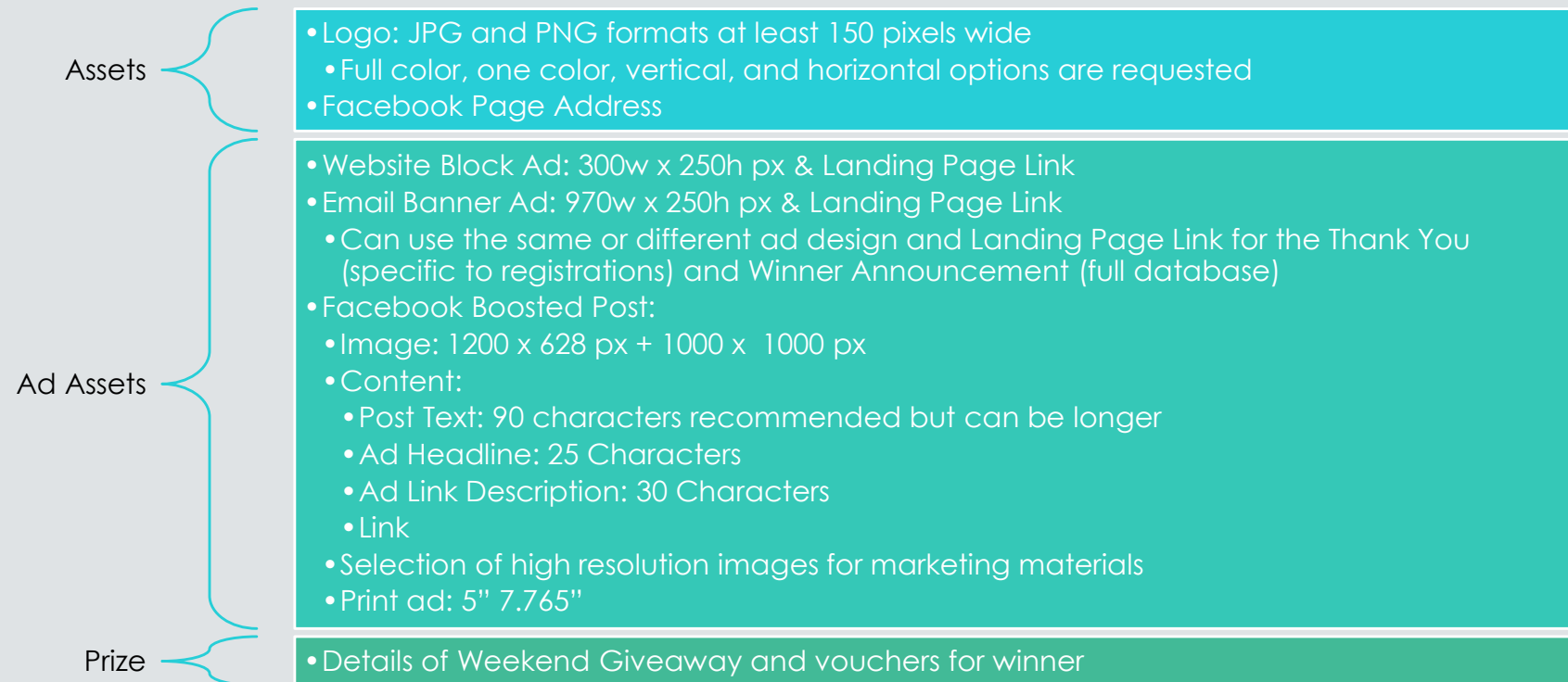
**Billing for insertion in Wonderful West Virginia will come directly from the West Virginia Division of Natural Resources.

SIGNATURE

DATE

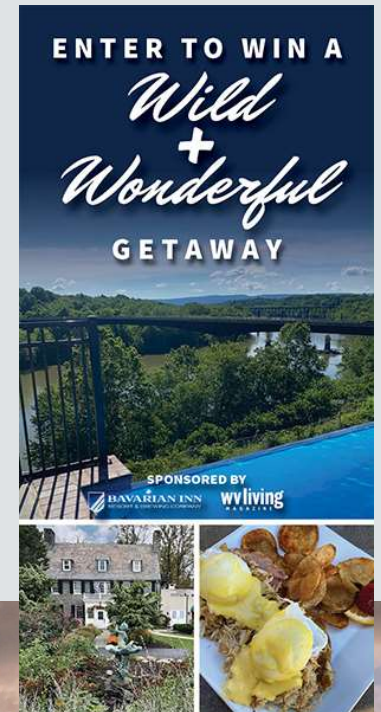
MONTH

Grand Prize Sponsor Needs & Specs



Results from first Wild & Wonderful Getaway Giveaway

- 3,205 Entries
- 411 Referral Entries
- 2,182 Opt-ins for the Sponsor



Example Survey Questions/Quiz Ideas

What best describes what you are looking for in a vacation

- Relaxation
- Adventure and Exploration
- Cultural and/or Historical

What is your favorite time of year to travel?

- Spring (March, April May)
- Summer (June, July, August)
- Fall (September, October, November)
- Winter (December, January, February)

What do you prefer to do while vacationing?

- Sightseeing
- Lounging with drink in hand
- Taking tours/Visiting local attractions
- Outdoor adventures
- Shopping
- Camping/Hunting/Fishing
- Enjoying good food
- History & Heritage

Where is your ideal West Virginia getaway?

- A cabin in the woods
- A first-class resort
- A charming small town
- A quaint bed & breakfast
- A beautiful State Park

When do you plan to take your next overnight West Virginia trip or vacation?

- Less than 3 months
- 3 to 6 months
- 6 to 12 months
- 12+ months

What is your typical budget for a West Virginia trip or vacation?

- Less than \$500
- \$500 to \$1,000
- \$1,000 to \$2,000
- \$2,000+

How many nights do you typically stay when you take a West Virginia vacation?

- 1 to 3
- 3 to 4
- 4 to 7
- More than 7

How far are you willing to drive for a weekend getaway?

- Less than 1 hour
- 2-3 hours
- 4-5 hours
- 5 hours or more

Who are you typically traveling with when you take a vacation?

- Significant Other
- Family
- Friends
- I don't travel often

- Name this West Virginia Destination
- What should you do on your staycation?
- Where's your ideal West Virginia vacation?

Interested?

Contact info@newsouthmediainc.com or call 304.413.0104 for more information or to book.