**2018 Drive the Great River Road Sweepstakes Summary**

**Name:** Drive the Great River Road Sweepstakes

**Objectives:**

* To continue the promotion of September as Drive the Great River Road Month
* To publicize the Interpretive Centers as places to visit along the Great River Road
* To increase fan numbers and interaction on the Great River Road social media channels
* Entries: 3,000 (2,799 entries received in 2017)

**Timeline:** September 1-30, 2018

**Overview:** The 2018 Drive the Great River Road Sweepstakes will launch September 1 and be tied into the ongoing promotion of September as Drive the Great River Road Month.

**Prizes:** One grand prize will be awarded to one winner selected at random in October: a $500 prepaid credit card and a copy of the 10-state Great River Road map

**Collateral/promotional strategy:** The Drive the Great River Road Sweepstakes will be promoted/advertised in a number of ways, including:

* Blog entries on www.experiencemisssippiriver.com (announcing the promotion, highlighting the different interpretive centers, etc.)
* Social media posts on the Great River Road Facebook page and Instagram account
* Press releases sent to media in each of the 10 Great River Road states
* At toolkit (available on mrpcmembers.com) that includes contest logos, talking points, story ideas, press release templates and more.

**Budget:** $3,000

* Production of campaign pages/copy/PR efforts: $1,500
* Facebook ads: $1,000
* Prize: $500