**Mississippi River Parkway Commission “Flavors of the Great River Road Giveaway” overview**

**Overview**

The Mississippi River Parkway Commission’s Flavors of the Great River Road Giveaway is a promotional campaigned designed to promote the flavors of the Great River Road—restaurants, regional cuisine, classic dishes, agritourism options and more.

The campaign runs from June 4 to August 24, 2018.

There are two components to the campaign: 1) a simple sweepstakes encouraging fans to enter for a chance to win $500 toward a culinary road trip on the Great River Road, and 2) the collection of user-generated content to use in the MRPC’s marketing materials (website, social media, etc.)

To enter the giveaway, fans will like the Great River Road Facebook page ([www.facebook.com/GreatRiverRoad](http://www.facebook.com/GreatRiverRoad)) and provide basic contact information for a chance to win the $500 prize. One grand prize winner will be selected at random at the end of the contest period to receive a $500 prepaid credit card and a copy of the 10-state Great River Road map. We will also provide individual state food-based itineraries for the winner (and other visitors to the site) to explore.

Visitors to the site will also have the option to share their favorite “flavors” of the Great River Road, whether it’s a restaurant they like, a farmer’s market they attended, photos from a winery or anything else. Sharing these entries is independent of the promotion; they do not have to enter the contest to share their favorite flavors, and sharing their favorite flavors does not mean they’re also entering the contest. These entries will be approved by MRPC National Office staff and shared on <https://experiencemississippiriver.com/flavors> throughout the duration of the promotional period.

During the promotion period, we will highlight the flavors of the Great River Road (content created by states, the MRPC National Office and fan submissions) on our social media channels (Facebook, Pinterest and our new Instagram account, @greatriverroad) and blogs.

The 12-week promotion will focus on classic foods and dishes rather than specific restaurants (though entrants are free to share their favorite Great River Road restaurants as their “flavor” as well). Weeks 2-11 will focus on a specific state and its iconic foods (we will share a blog/itinerary for each state in its given week). The schedule is as follows:

* Week 1 (June 4-June 10): Promo launch, general food/dining/flavors promotion
* Week 2 (June 11-June 17): Wisconsin (cheese/dairy; beer)
* Week 3 (June 18-June 24): Minnesota (wild rice; walleye)
* Week 4 (June 25-July 1): Tennessee (BBQ; hot chicken; whiskey)
* Week 5 (July 2-July 8): Iowa (farm-to-table foods; pork tenderloin sandwich)
* Week 6 (July 9-July 15): Kentucky (bourbon; Southern cuisine)
* Week 7 (July 16-July 22): Arkansas (rice; BBQ; Southern cuisine)
* Week 8 (July 23-July 29): Missouri (BBQ)
* Week 9 (July 30-August 5): Mississippi (tamales; hot sauce; soul food)
* Week 10 (August 6-August 12): Illinois (Italian; pizza)
* Week 11 (August 13-August 19): Louisiana (Cajun/Creole/French cuisine)
* Week 12 (August 20-August 24): Promo end, general food/dining/flavors promotion

We’re asking for help promoting the giveaway in the Great River Road states, and we have included some tools you can use to help us get the word out.

**At Interpretive Centers**

Promotional cards promoting the contest and the Great River Road in general will be distributed to Interpretive Centers in each of the MRPC states.

We are also happy to provide Interpretive Centers with our state blogs/itineraries (mentioned above) for printing and distribution.

If your state’s Interpretive Centers are interested in ordering promotional cards, please visit <http://mrpcmembers.com/order-your-flavors-of-the-great-river-road-cards/>.

**On your website**

Add the button/logo provided to your website if possible (button will link to promo landing page, https://experiencemississippiriver.com/flavors/enter/)

**In your e-newsletters**

*Sample e-newsletter content – contest entry*

**Win a tasty road trip on the Great River Road!**

Explore the culinary heart of America as you follow the Mississippi River. Enter the Flavors of the Great River Road Giveaway, and you could win $500 to sample fantastic food up and down the Great River Road.

LINK: https://experiencemississippiriver.com/flavors/enter/

*Sample e-newsletter content – share your favorite flavors*

**Share your favorite Great River Road flavors!**

Do you love a signature local dish, Mississippi River restaurant or other favorite flavor of the Great River Road? Visit the Great River Road’s website to share your favorites and browse submissions from other travelers.

LINK: https://experiencemississippiriver.com/flavors/share

**On Facebook**

*Sample Facebook post – contest entry*

Want to win $500 to explore the flavors the Great River Road in [your state] and beyond? Enter today, and you could win $500 for a tasty road trip!

LINK: https://experiencemississippiriver.com/flavors/enter/

*Sample Facebook post – share your favorite flavors*

Got a favorite dish, must-visit restaurant or local delicacy you love along the Mississippi River? Visit the Great River Road’s website to share your favorites and browse submissions from other travelers.

LINK: https://experiencemississippiriver.com/flavors/share

**On Twitter/Instagram**

Please feel free to share posts about restaurants, farm tours, wineries, farmers’ markets or other events that convey the “flavors” of the Great River Road. Be sure to use the hashtags #GRRFlavors and #GreatRiverRoad in your posts. On Instagram, please tag the Great River Road account, @greatriverroad, whenever possible.

*Sample Twitter post – contest entry*

Experience the flavors of the Mississippi River along the #GreatRiverRoad! Enter today and you could win $500 to spend on a tasty road trip. #GRRFlavors LINK: https://experiencemississippiriver.com/flavors/enter/

*Sample Twitter post – share your favorite flavors*

Got a favorite dish along the Mississippi River? Tell us about your favorite flavors of the #GreatRiverRoad and visit experiencemississippiriver.com to browse submissions from other travelers. #GRRFlavors

LINK: https://experiencemississippiriver.com/flavors/share

*Sample Instagram posts*

[photo of farmer’s market] Celebrate the flavors of the @greatriverroad this summer! Visit experiencemississippiriver.com to learn more about the #GRRFlavors in each of the 10 #GreatRiverRoad states!

[photo of winery] What’s your favorite flavor along the #GreatRiverRoad in [your state]? Drive the Great River Road this summer to discover your #GRRFlavors. Visit experiencemississippiriver.com to learn more.