

Project Charter:

Drive the Great River Road All-American Road Sweepstakes

Description

The 2021 Drive the Great River Road All-American Road Sweepstakes will launch September 1 and be tied into the ongoing promotion of September as Drive the Great River Road Month while generating attention toward the new All-American Road status.

The campaign will focus on traveling the Great River Road All-American Road in fall with a focus on those features that support the intrinsic qualities identified in the state's AAR nomination applications. These features are points of interest, sites and events.

Measurable goals include growing the e-newsletters subscriber base, website traffic and Facebook audience.

The sweepstakes will run from September 1, 2021 to September 30, 2021.

Objectives

- Continue the promotion of September as Drive the Great River Road Month
- Create excitement around new AAR designation
- Promote the features that support the intrinsic qualities identified in the AAR applications
- Promote the 10-state map
- Increase website traffic
- Gain 3,500 entries
- Increase Facebook fans by 1000

- Grow e-newsletter subscriber list by 1000

Target market

- Geomarkets: Ten states along the GRR
- Demographics: 25-75

Deliverables

- Contest pages
 - Entry page
 - Entry form
 - Rules
 - Privacy policy
 - Post entry
 - Closing
- Buttons for experiencemississippiriver.com
- Site pop-up for experiencemississippiriver.com
- Facebook posts
- Facebook advertisements
- Media release
- Contest e-newsletter
- Promotional toolkit for distribution to MRPC members
 - Sample posts, contest logo, link to giveaway

Promotion

- Blog entries on www.experiencemississippiriver.com (announcing the promotion, highlighting outdoor options, etc.)
- Social media posts on the Great River Road Facebook page
- Press releases sent to media in each of the 10 Great River Road states
- A toolkit (available on mrpcmembers.com) that includes contest logos, talking points, story ideas, press release templates and more
- Buttons on experiencemississippiriver.com
 - Homepage
 - Order a free 10-state map
- Site pop-up on experiencemississippiriver.com
- Facebook posts
- Facebook advertisements
- E-newsletter
- Local partners sharing contest
 - MRPC states responsible for distributing promotional toolkit to businesses (via email)

Milestone Schedule

Major Milestone	Scheduled Completion Date
Toolkit Available Online	6/30
Web draft finalized	8/31
Promotion launches	9/1
Promotion ends	9/30

Budget

Total budget: \$4,400

- Design/Implementation
- Blog posts
- Social media advertising
- Grand prize package
- Funding source: 2021 Annual Budget