

# B-TOWN SUMMER CHALLENGE

## BUSINESS GUIDE

### WHAT IT IS:

A community game with weekly prizes intended to encourage residents to explore the area and support local businesses and attractions throughout Monroe County.

### WHEN IT IS:

The B-Town Summer Challenge starts on Friday, July 9, 2021 and ends at 11:59 pm on Sunday, August 8, 2021.

### HOW TO PLAY:

For each challenge activity completed, players post their best photo documenting their participation on Instagram with **#BTownChallenge**, or upload the photo to the game's photo collector.

### HOW TO WIN:

Each photo shared counts as one entry for the week's prizes and the Challenge's grand prize. Complete as many activities as you wish in a single week. The more activities you complete and the more high-quality photos you share, the more entries you earn for the weekly prizes and the grand prize!

### HOW YOU CAN PARTICIPATE:

- Download the challenge at **BTOWNSUMMERCHALLENGE.COM** and print off copies to keep at your store. Share with shoppers.
- Look over the challenge—can your business design a product, offering, or special to encourage sales?
- Run a photo campaign on social media, tagging your participating customers and your store. Use **#BTOWNCHALLENGE** to connect with others.
- Donate a prize to be given away by emailing **erin@visitbloomington.com**.
- Find ways to let your customers know about the game—fun signs, nametags for staff, use the logo around your business, go social.
- Be creative! This is supposed to be fun—the more we do, the more fun we will all have with it.

*What ideas do you have to promote the B-Town Summer Challenge?*

Share your thoughts with Erin White at [erin@visitbloomington.com](mailto:erin@visitbloomington.com).