



B-TOWN SUMMER CHALLENGE

BUSINESS GUIDE

Here's what you need to know...

- WHAT:** A community game with weekly prizes intended to support local businesses throughout the county for a safe and successful reopening.
- WHEN:** The B-Town Summer Challenge starts Tuesday, June 16, 2020, and ends at 5:00 pm Wednesday, August 19, 2020.
- HOW TO PLAY:** Participants check off one activity per category, post a photo participating in each activity on social media with #btownchallenge. Once participants have completed 10 activities, they can enter the weekly drawing for a prize. Check out btownsummerchallenge.com for more details.
- HOW TO WIN:** There will be weekly winners announced every Thursday beginning June 25. The grand prize winners will be chosen Thursday, August 20, and will win \$500 cash or a weekend getaway at West Baden Resort. All winners will be notified by email.

HOW YOU CAN BE PART OF THE B-TOWN SUMMER CHALLENGE:

1. Download the challenge at btownsummerchallenge.com and print off copies to keep at your store. Share with shoppers.
2. Look over the challenge – can your business design a product, offering, or special to encourage sales?
3. Run a photo campaign on social media, tagging your participating customers and your store. Use #btownsummerchallenge to connect with others.
4. Donate a prize to be given away by emailing erin@visitbloomington.com.
5. Find ways to let your customers know about the game – fun signs, nametags for staff, use the logo around your business, go social.
6. 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 B-Town Summer Challenge?
Share your thoughts with Erin White at erin@visitbloomington.com.*