

3. App Prize

– Prize value minimum \$300

The 4WD and Adventure Shows each have a Show app which is well used by Show visitors. The app includes Interactive Show Map, Exclusive App Competition, Interactive Exhibitors Listings, Customisable Entertainment Schedule and Important Show information including Highlights and Show Specials. An opportunity exists to be the sole prize provider for the Show app, and the requirement is a prize valued at over \$300 to give away to Show audiences. Specific marketing includes:

- » Blog Post on 4WD Show website to promote “Buy your tickets online to win”
- » E-Newsletter sent to Show database mentioning the promotion, and including your logo and web links.
- » Dedicated page on 4WD Show website to promote the competition, which will include your logo and links to your website.
- » Facebook posts to promote vouchers, to include tags and relevant links to your own Facebook page.
- » Information on the Show’s app with logos and links.
- » Instagram posts to promote the competition.

