

# McMinnville City Wide Scavenger Hunt

## Small Business Marketing Extravaganza



In this event participants will begin their scavenger hunt at the McMinnville Parks and Recreation in the Three Star Mall receiving their first clue. This clue will lead them to a business where they will receive the next clue and so on and so on until they end their hunt back at the Three Star Mall having visited all participating businesses. At each business participants will be required to “check in” at the business on Facebook with a photo of themselves at the business, Like the business, and use the hashtag #McMinnvilleScavengerHunt. Participants that have completed this process correctly at all of the businesses participating in the hunt will be awarded a prize upon returning to the Three Star Mall. **This event will run from Monday April 15th to April 20th at 4pm** and is intended for persons 16 and older.

### Participating Business Benefits

- Increase Social Media presence
- Participants will “check in” at your business thus letting their friends know where your business is.
- Brings potential customers into your store.
- Labels your business as a friend of the community.
- Participants will “like” your businesses thus allowing you to reach them through social media.
- Your logo will be present in all post event social media posts and website updates.

### Participating Business Requirements

- Have a Facebook Page devoted to your business.
- Donate a prize worth \$10 or more retail.
- Become a sponsor of the event by donating \$40.
- Provide three clues about your business that would lead participants to your door.
- (Optional) Provide a discount to participants in this event when they stop in.

New this year for businesses that are open after 5 PM will be part of the Group Hunt the evening of April 16th!

For questions or concerns please contact Kyle Clyde  
Phone: (931) 473-1212  
Email: [kclyde@mcminnvilletn.gov](mailto:kclyde@mcminnvilletn.gov)

Business Name: \_\_\_\_\_

Business Contact: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Hours of Operations:

Business Clues: The first two clues provided can be more general and potentially apply to not only your business. The third clue should be very specific to your business and lead participants directly to you. Remember we live in the digital age where participants will have access to the internet. You can use not commonly known information about your business as clues if you know that they can readily find the information online.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Clue Example:

1. I have been a part of the community since the 70's.
2. Part of my business is rental space.
3. I have held circuses, meat cook offs, banquets, exercise classes, and movies.

Answer: The Civic Center

Applications, sponsor donations, and prize donations are due **April 1st.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

