



2019 Summer Giveaway Series

West Branch Branding

Dear Community Partner:

As part of Project Rising Tide, West Branch has a new look! The Rising Tide Branding Team is partnering with local businesses, organizations, events, parks and trails to host a social media photo campaign to promote the new brand and your business. The public will be encouraged to post multiple entries, which will attract them to various businesses and locations that are hosting the signs. This series will run through our peak summer season with a giveaway every week, for 8 weeks! Each person will post selfie and location on social media (Facebook and Instagram), tag the West Branch Chamber and use the hashtag #westbranchmichigan.

We would love to partner with your organization to promote West Branch. Please consider donating a prize for our giveaway. The eight prizes comes from our brand message: West Branch, Michigan: Up North Never Felt So Close. We're looking for prizes that fall into the following eight categories: (1) Warm (2) Friendly (3) Small Town (4) Connected (5) North (6) Outdoors (7) Historic (8) Proud. With your help we can capture the feel of our town while promoting your business/organization.

By donating a prize, your logo and business name will be posted in each sign location along with the rules of the campaign. You'll also receive social media recognition for the duration of the Summer Giveaway Series, June 7th- September 3rd.

Thank you for your continued support!

Sincerely,

