



NORTH TAHOE SHOP & WIN HOLIDAY CONTEST

SHOP LOCAL. SUPPORT LOCAL.

The NLTRA and regional business associations teamed up to make holiday shopping more rewarding and more sustainable to the local business community.

What:

- Locals & visitors will be invited to use the Goosechase App during a free multi-week North Lake Tahoe shopping scavenger hunt.
- Over 100+ challenges to drive participants around the North Lake Tahoe region.
- Prizes! Each week a team will be selected to win prizes and at the end the team who racks up the most points, by completing challenges, wins a grand prize.
- The contest encourages participants to have fun, spend local, and shop safely!

When: Nov. 28, 2020 (Small Business Saturday) through Jan. 3, 2021

Cost: Free to enter and no cost to business owners.

How can I help?

- The NLTRA will promote the contest but we ask business owners to pitch in with the below opportunities:
 - If you have a great scavenger hunt idea for in or around your store, submit your ideas as soon as possible.
 - Contact us with prize donations. Your business will get extra promotion when your prize is given away to the winner!
 - Review the digital business toolkit we'll be sending out. It will include graphic assets, FAQs for consumer messaging and content/copy you can use on your own social media channels.
 - Print and prominently display the customer facing contest informational sign, which will be provided prior to the start, and have the "I Support North Lake Tahoe Business!" sign printed and ready to give to contest participants for instore photos.

Contact Us:

Amber Burke, NLTRA Director of Marketing

Email: Amber@GoTahoeNorth.com

Cell: 727.804.1043

