

Regional Update

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Regional Spotlight

PAPPA Geocache Event

What is geocaching?

Geocaching is a real-world, outdoor treasure-hunting activity in which participants use Global Positioning System (GPS)-enabled devices to first hide and then seek “geocaches,” or “caches,” at specific locations. Seekers navigate to the GPS coordinates to try to find the geocache (container) hidden at that location.

A typical cache is a small, waterproof container containing a logbook, or even toys and trinkets. The geocacher signs the book with an established code name proving that s/he found the stash and then places the container back exactly where it was found.

How many of these events has PAPPA done?

PAPPA did a similar event three years ago; each participant was given hiking-related promotional products and went off on a pretty strenuous trail (this was prior to my role with PAPPA). This year, the Board changed it up a little by using an easier location and dividing the group into teams. This created competition and working within a group was a lot of fun. We chose April 21, Earth Day!

What is the point/what happens during such an event?

The event encouraged participants to use promotional products related to hiking and see their many purposes. This event also encouraged team-building which was great.

Each group went out onto the grounds of the Bear Creek Mountain Resort (Lehigh Valley, PA) and had to find 10 different hiking-related promotional products. We ended the event with a very nice boxed lunch that we ate inside the resort restaurant in our own reserved area which encouraged further networking.



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Did you make money on the event, or just cover expenses?

We didn't have a minimum; it was intended to be a breakeven event. Three years ago, we had 22 participants and this year, 30. We charged \$25 per person which included lunch and a goodie bag of hiking products.

Age range of participants? Concerns about folks who not being able to finish?

Mike Wagaman and Andy Shuman, both of Rockland Embroidery, are awesome past Board members and coordinated the first geocache as well as this year's event. The first time this event was offered, the course was a bit intense. So Mike and Andy chose a more leisurely type of course this year; it was welcoming for anyone who wanted to join in. We didn't have an age range; all ages (mid-20s to mid-60s) could participate.

The event was publicized as "will occur rain, or shine." What accommodations did you make for the weather?

We did plan for rain and had a supplier donate rain ponchos! It rained lightly before the event started at 9 am, but the weather was nice and cool—perfect!



Did you have sponsors? Giveaways?

As well as the poncho supplier, several suppliers provide products for the event. Each participant was given a goodie bag and a GPS device. I've included a photo of our sponsor sign. We had a box lunch after and provided bottled water and granola bars to the participants to eat during the hunt.

What did folks think of the event?

I participated in the hike; it was fun. Everyone had a nice time and I think that they would do it again.

"We had a great response from 15 product sponsors and the attendees had a great time."—Andy Shuman, General Manager of Rockland Embroidery, Co-chair of the event

"I have been a longtime supporter of the regional associations' events and I am super excited that the organizers are getting more creative these days. Strategic product placement is something that I am very passionate about. Thank you, PAPP, for giving us this opportunity." —Dana Zezzo, Vice President of Sales and Marketing at Crown Products

How could the event be improved? What will you do differently next time?

Maybe we could hold this event in the Fall—Pennsylvania is beautiful when the leaves are changing color. Maybe do something like a canoeing event, or another outdoor activity and use promotional products related to *that* activity.



—Info from PAPP Executive Director
Patti Ward

