



# STATE OF CREATE

EXPLORE A STATE FULL OF ARTISTIC WONDERS

*South Dakota*



A man and a woman are seen from the side, looking at a large painting in an art gallery. The man has his arm around the woman's shoulder. The gallery has white walls and wooden floors. Several other framed paintings are visible on the walls. The scene is dimly lit, with the light from the paintings illuminating the couple.

1

## HIGHLIGHT THE ARTS OF SOUTH DAKOTA

Encourage individuals through gamification to explore and experience hidden artistic treasures found throughout the state.

*South Dakota*



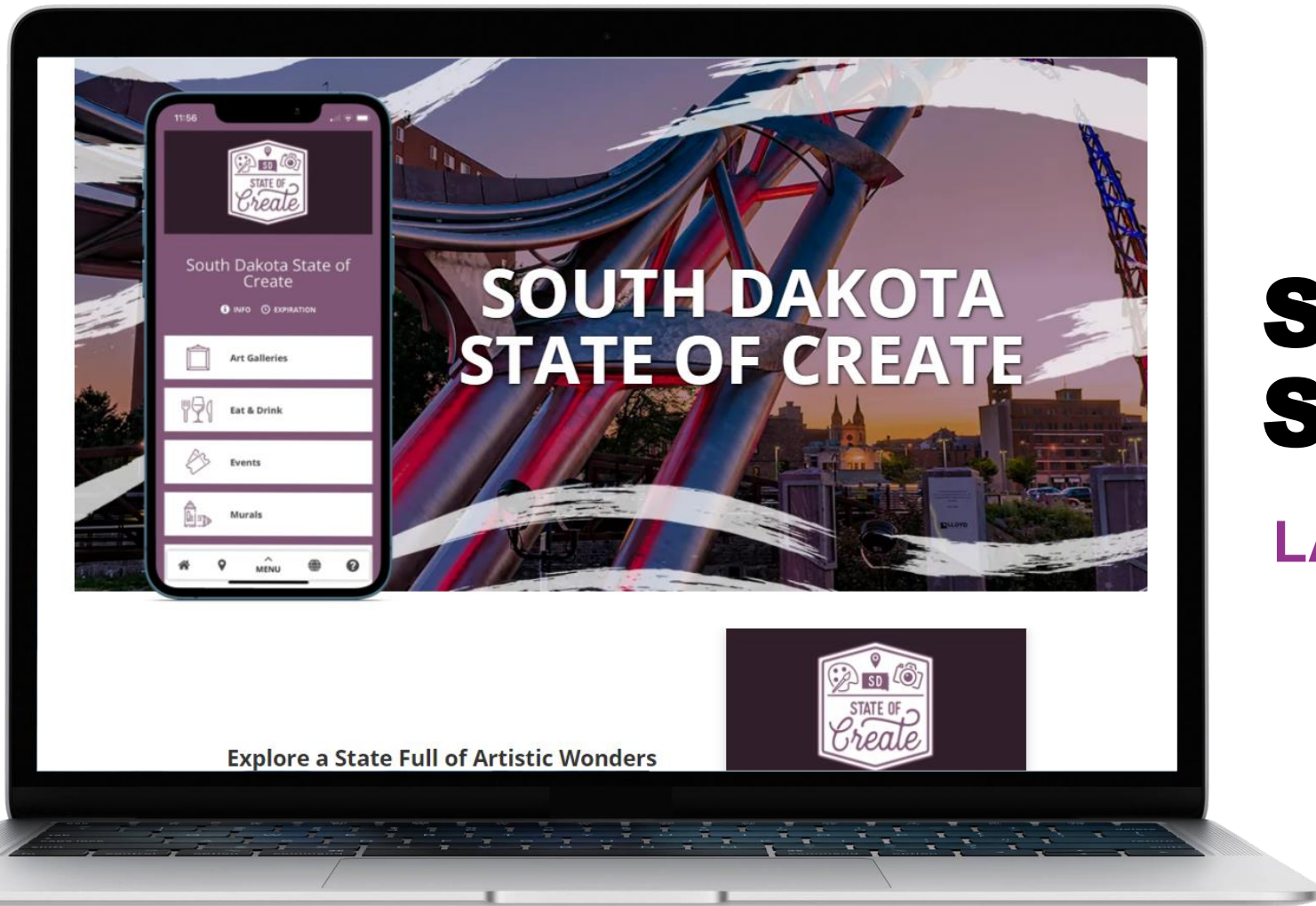


# THE DETAILS

HOW IT WORKS

*South Dakota*





# SOUTH DAKOTA STATE OF CREATE

LAUNCHED JULY 2022

*South Dakota*

# HOW THE PASS WORKS

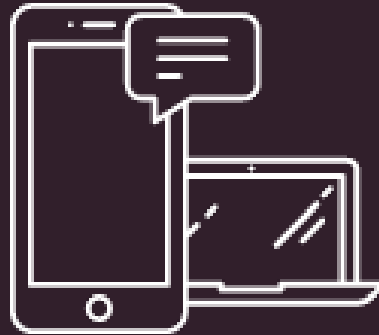
## THREE SIMPLE STEPS



**01**

### GET YOUR PASS

A mobile-exclusive passport of curated attractions, retailers, restaurants, parks and more.



**02**

### RECEIVE TEXT

Passport instantly delivered to phone via text and email for immediate use. No app to download but can be saved to phone.



**03**

### REDEEM

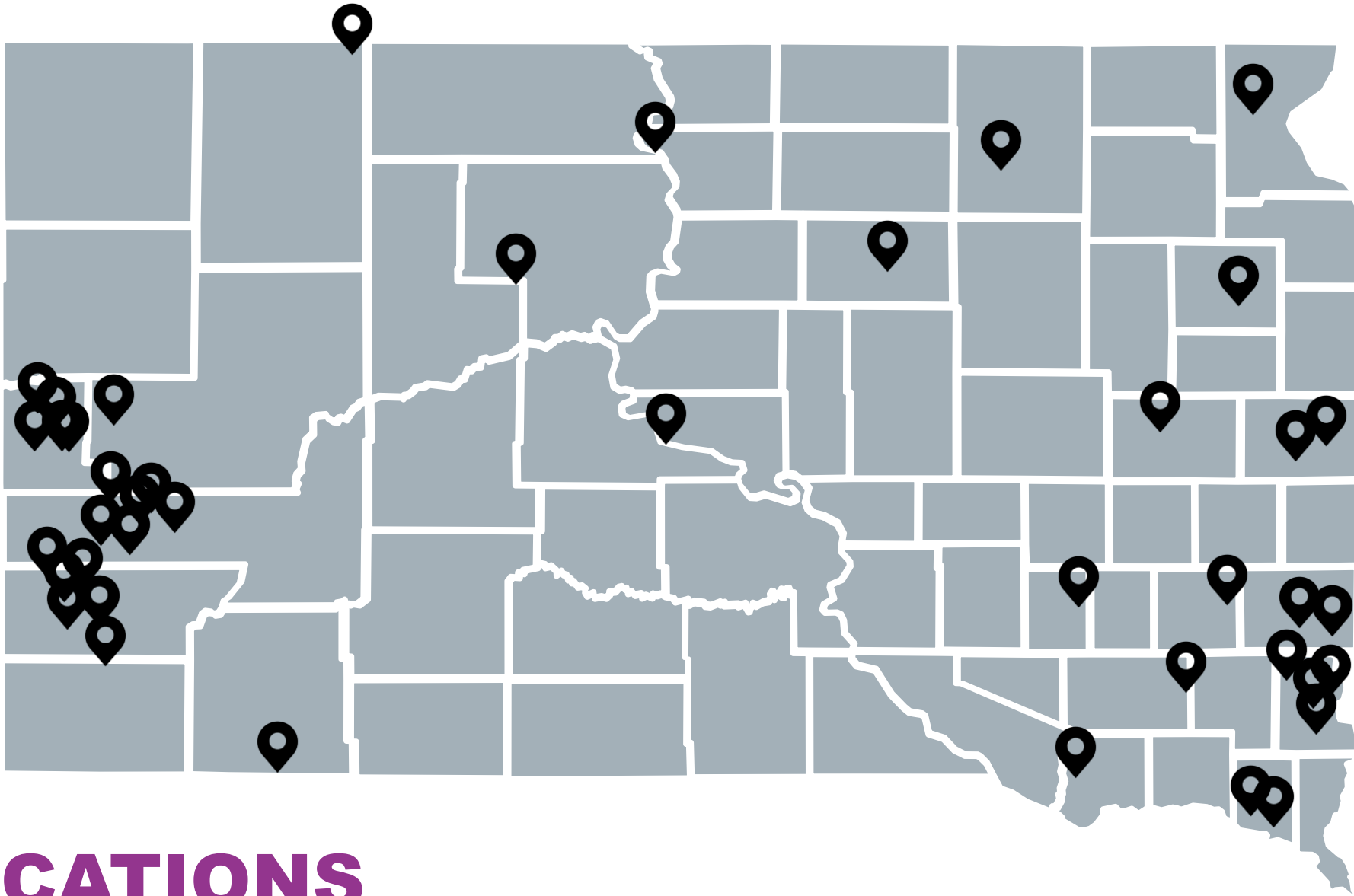
When visiting a participating location, simply check-in, through geolocation services, to count a visit for prizes.

A person wearing a teal hoodie and light-colored pants is standing on a red ladder, painting a vibrant, abstract mural on a wall. The mural features swirling patterns of blue, green, yellow, red, and purple. The person is positioned on the right side of the ladder, reaching up to paint the upper part of the wall. The wall itself is made of horizontal wooden planks. The overall scene is set outdoors, with some greenery visible at the bottom.

# STATE OF CREATE

THE DETAILS

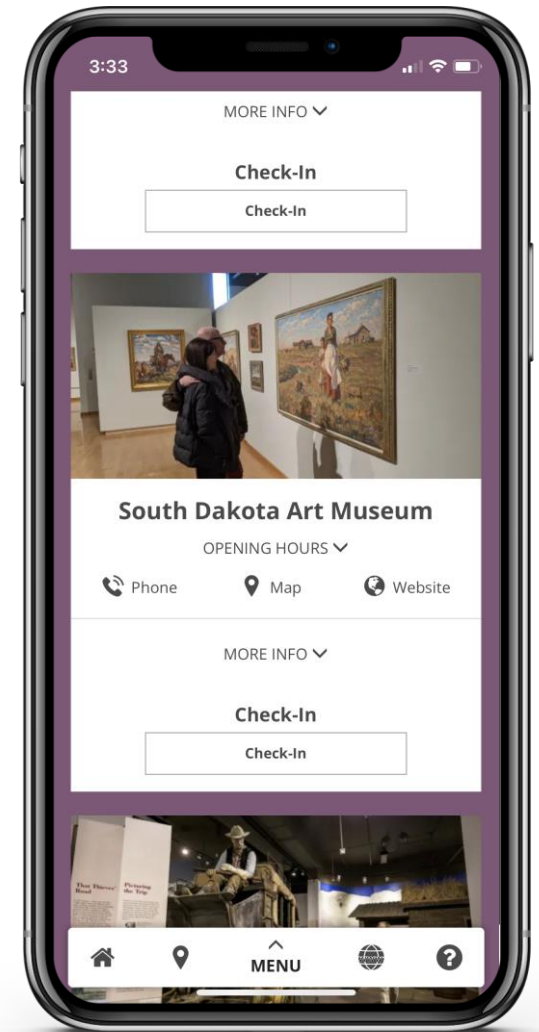
*South Dakota*



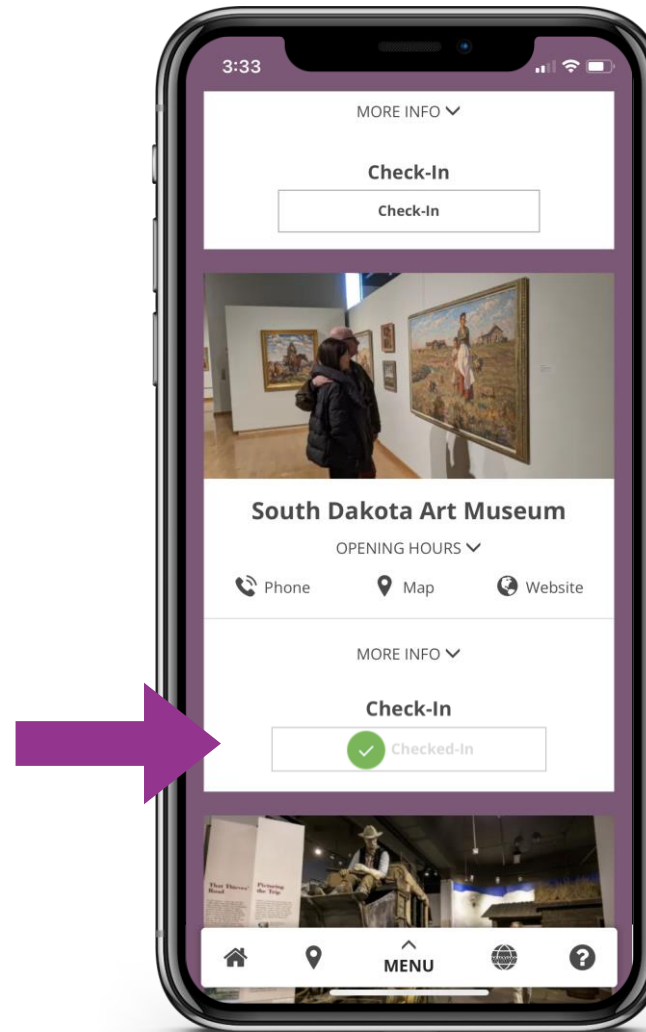
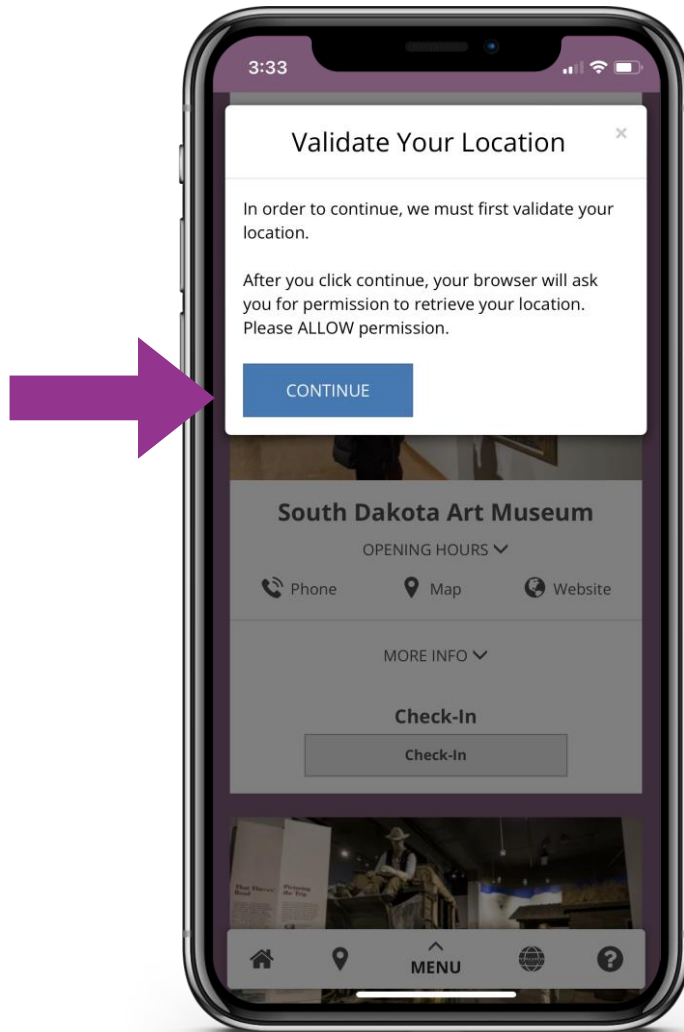
**55 LOCATIONS**  
**ACROSS EACH FOUR REGIONS**

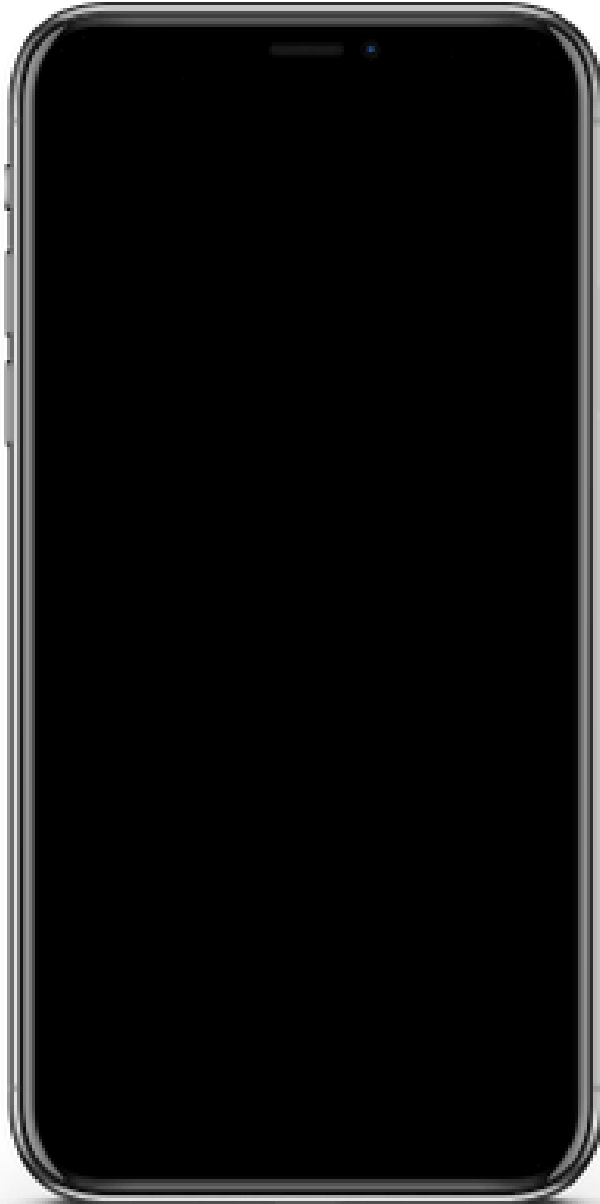
*South Dakota*











# EXPLORATION AWARDS

## PRIZE DETAILS

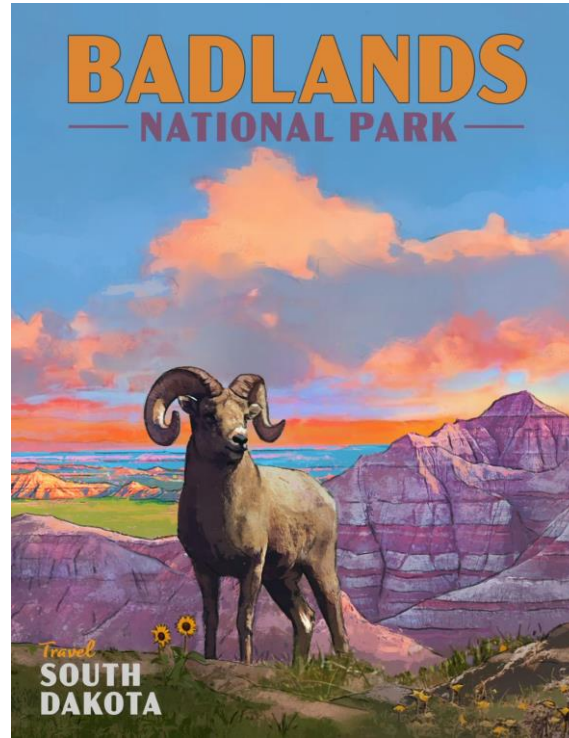
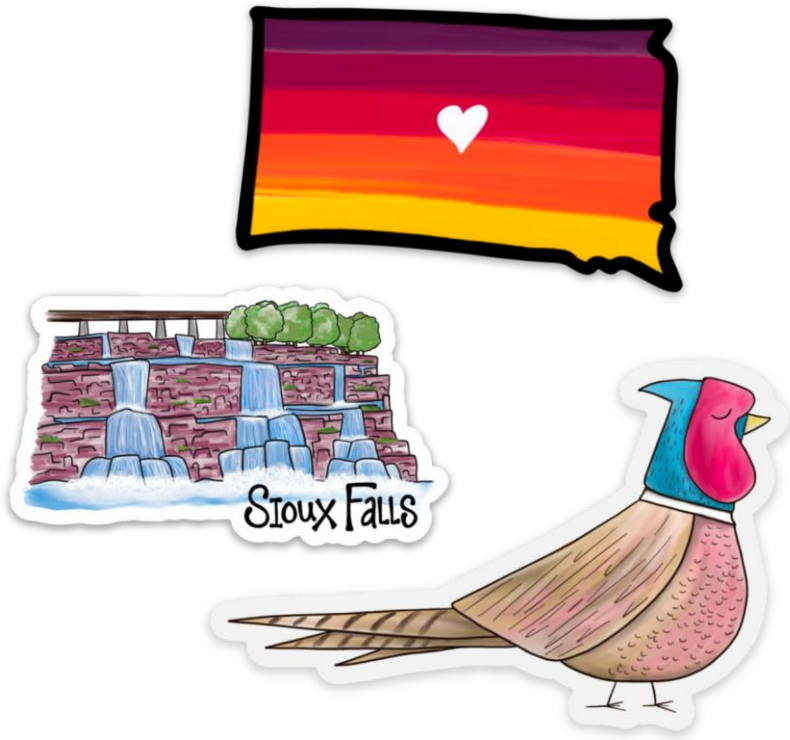
- 10 Stops: Local Artist Sticker Promotion
- 20 Stops: Badlands National Park Custom Poster
- 30 Stops: \$25 Local Artist Merchandise Discount
- 45 Stops: Custom Vans Shoes + Chance to win a SoDak Vacation

*South Dakota*



# EXPLORATION AWARDS

## PRIZE DETAILS



*South Dakota*

A photograph of an art gallery with white walls and a polished floor. The walls are covered with various colorful artworks, including paintings and framed pieces. The ceiling features exposed wooden beams and track lighting. In the center, there are white display cases. The overall atmosphere is bright and artistic.

# PASS PROMOTION

MARKETING EFFORTS

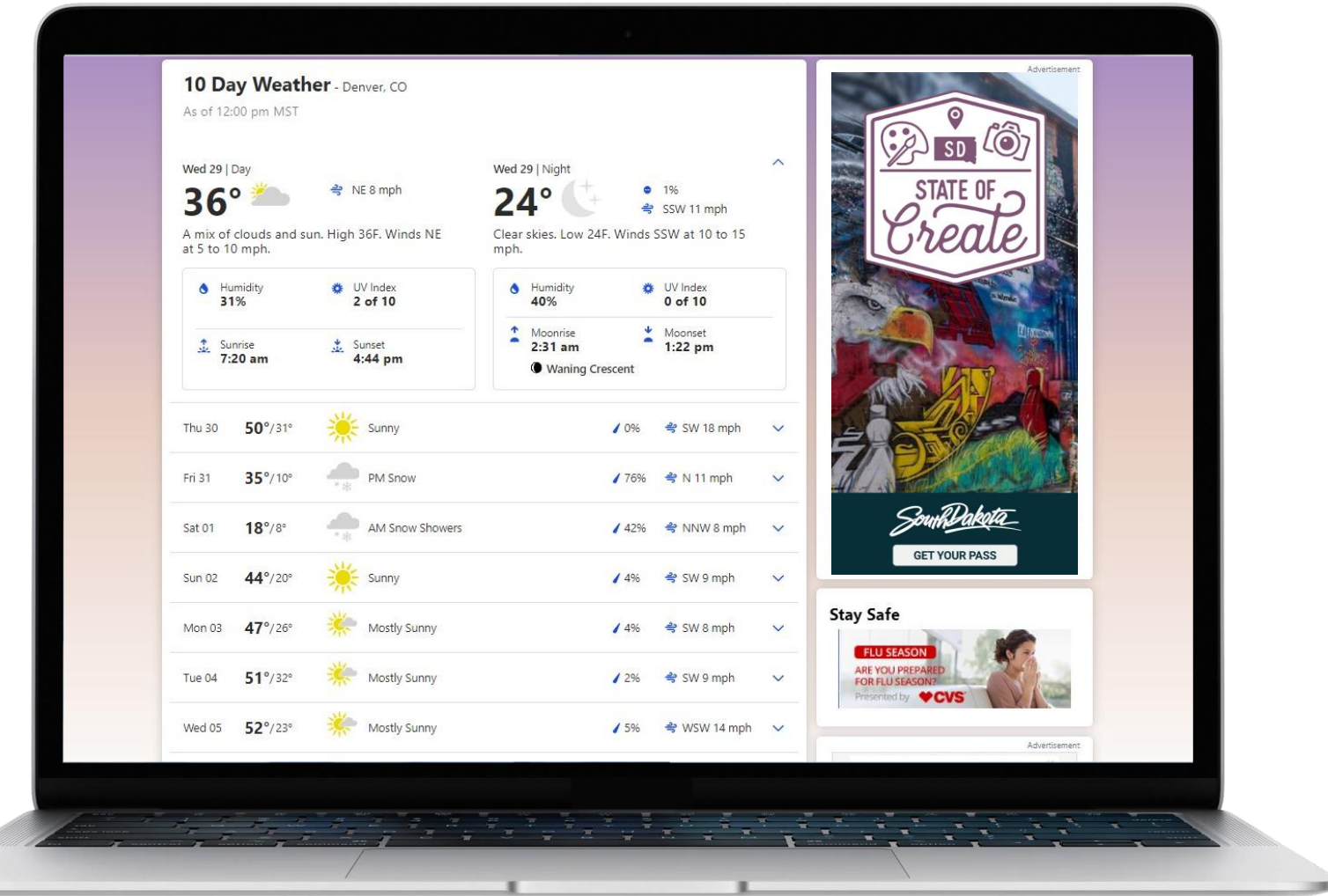
*South Dakota*



# PASS PROMOTION MARKETING EFFORTS

- VACATION GUIDE
- TRAVELSOUTHDAKOTA.COM
- PRINT & DIRECT MAIL
- DIGITAL & SOCIAL
- EMAIL

*South Dakota*





# ADDITIONAL PASSPORTS

LAUNCHED AND UPCOMING

BUILT BY A GOLD MINE  
**HOMESTAKE OPERA HOUSE**  
CELEBRATING PERFORMING ARTS, RECREATION & COMMUNITY FOR 100 YEARS

*South Dakota*





# ADDITIONAL PASSPORTS

## LAUNCHED AND UPCOMING

- SD GREAT FINDS – LAUNCHED
- STATE OF CREATE – LAUNCHED
- OCETI SAKOWIN TRIBAL NATIONS – UPCOMING
- BLACK TO YELLOW – UPCOMING
- PARKS AND OUTDOORS – 2023 LAUNCH
- FOOD AND DRINK – 2023 LAUNCH



# HAPPY EXPLORING

A STATE FULL OF ARTISTIC WONDERS

*South Dakota*