



SD GREAT FINDS

HIDDEN GEMS OF SOUTH DAKOTA

South Dakota

1

HIGHLIGHT EVERY AREA OF SOUTH DAKOTA

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

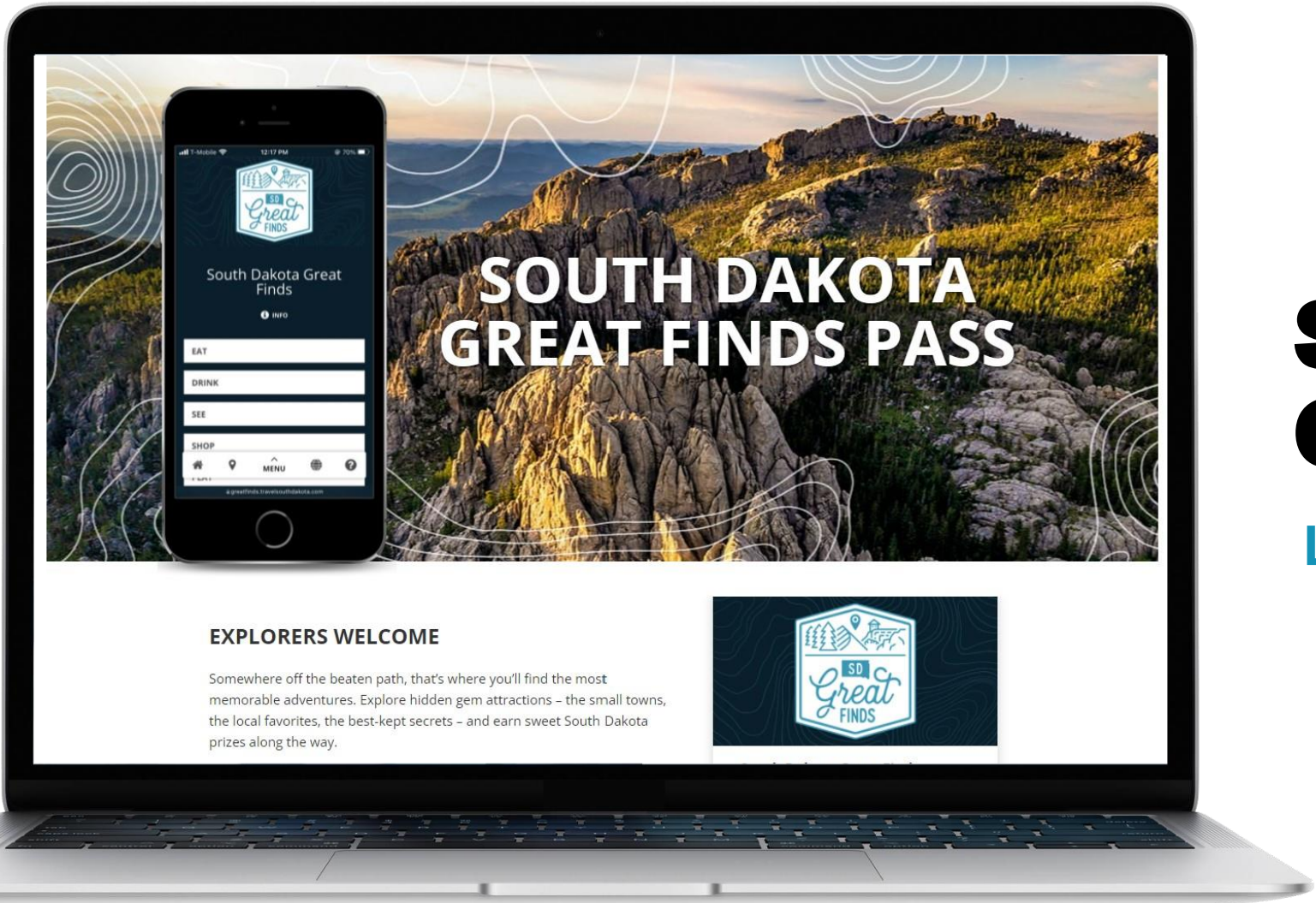
South Dakota

SOUTH DAKOTA
TRACTOR MUSEUM

THE DETAILS

HOW IT WORKS

South Dakota



SOUTH DAKOTA GREAT FINDS PASS

SOUTH DAKOTA GREAT FINDS

LAUNCHED JANUARY 2022

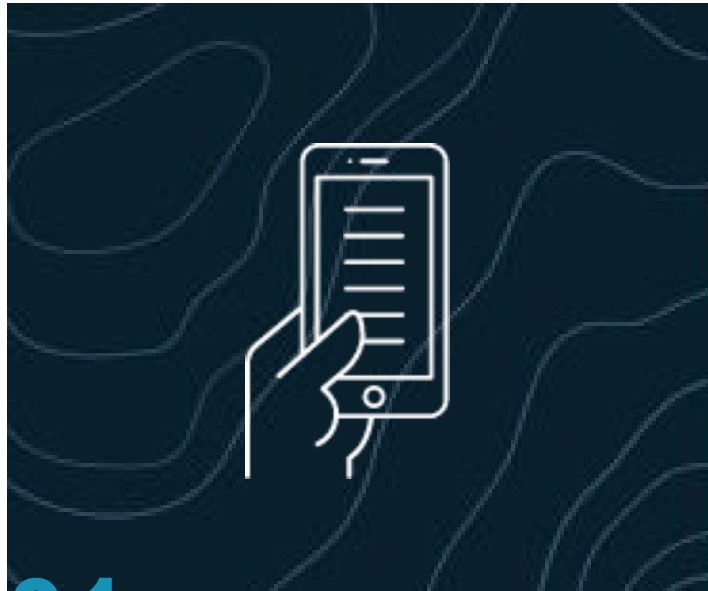
EXPLORERS WELCOME

Somewhere off the beaten path, that's where you'll find the most memorable adventures. Explore hidden gem attractions – the small towns, the local favorites, the best-kept secrets – and earn sweet South Dakota prizes along the way.



HOW THE PASS WORKS

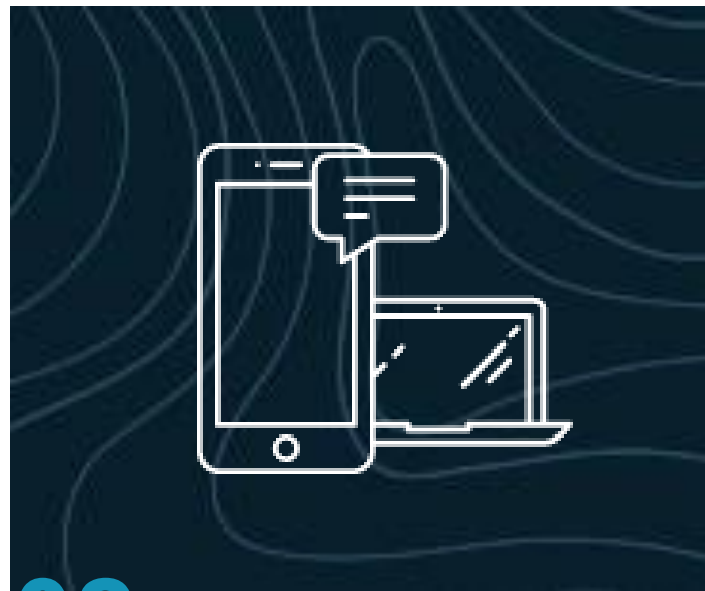
THREE SIMPLE STEPS



01

GET YOUR PASS

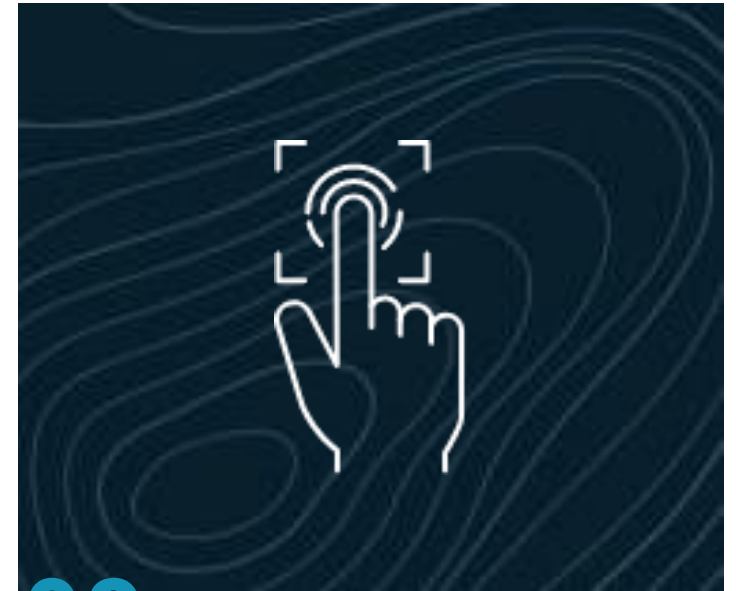
A mobile-exclusive passport of curated attractions, retailers, restaurants, parks and more.



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

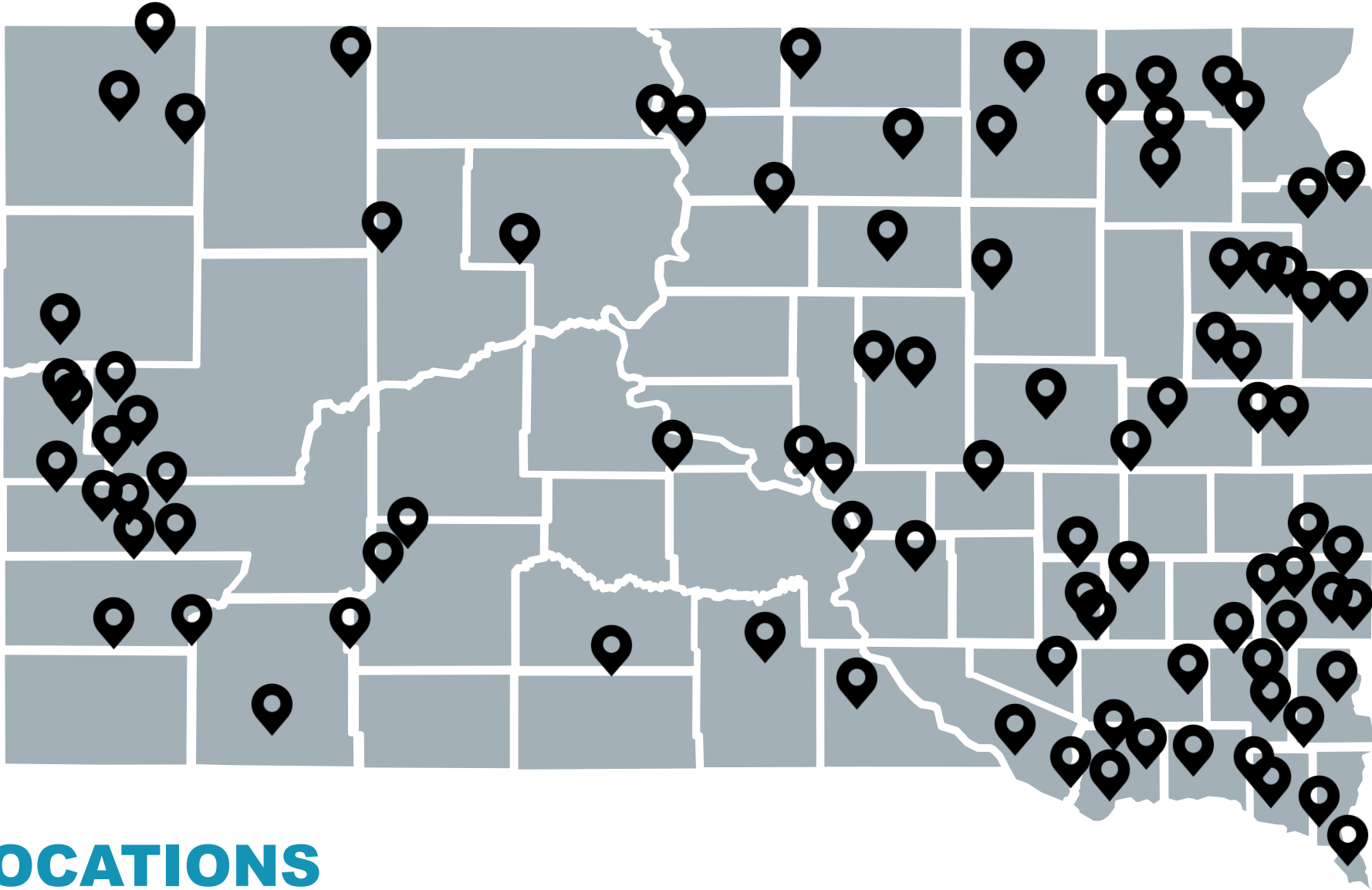
REDEEM

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

SD GREAT FINDS

THE DETAILS

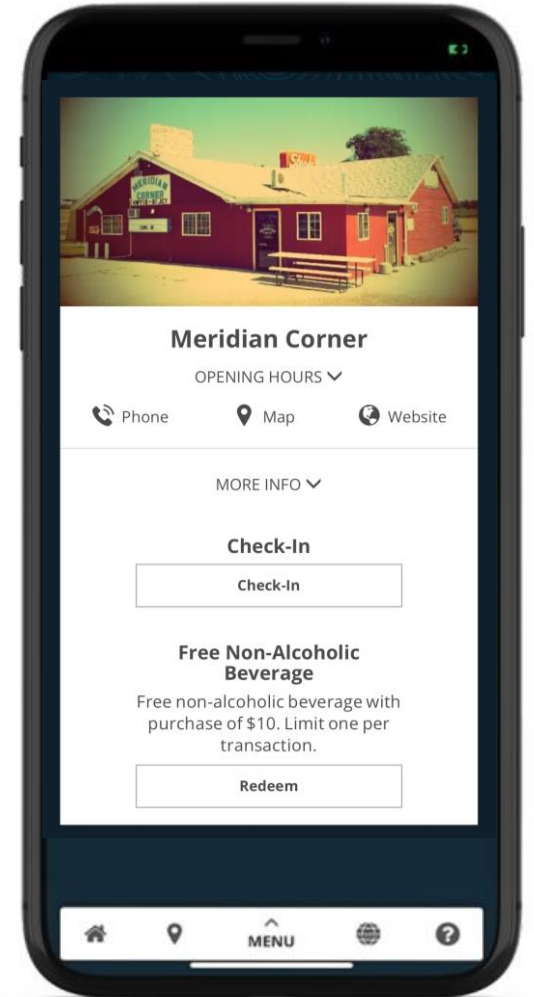
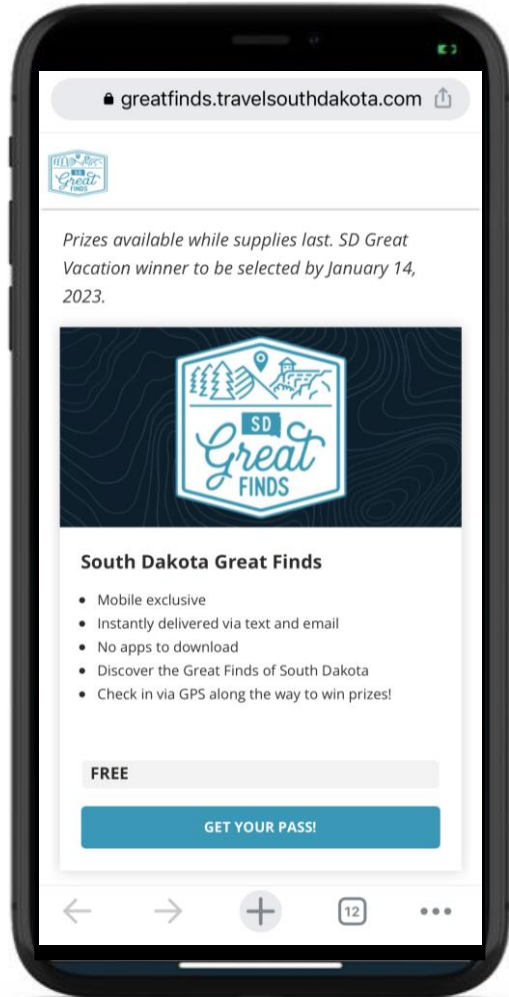
South Dakota

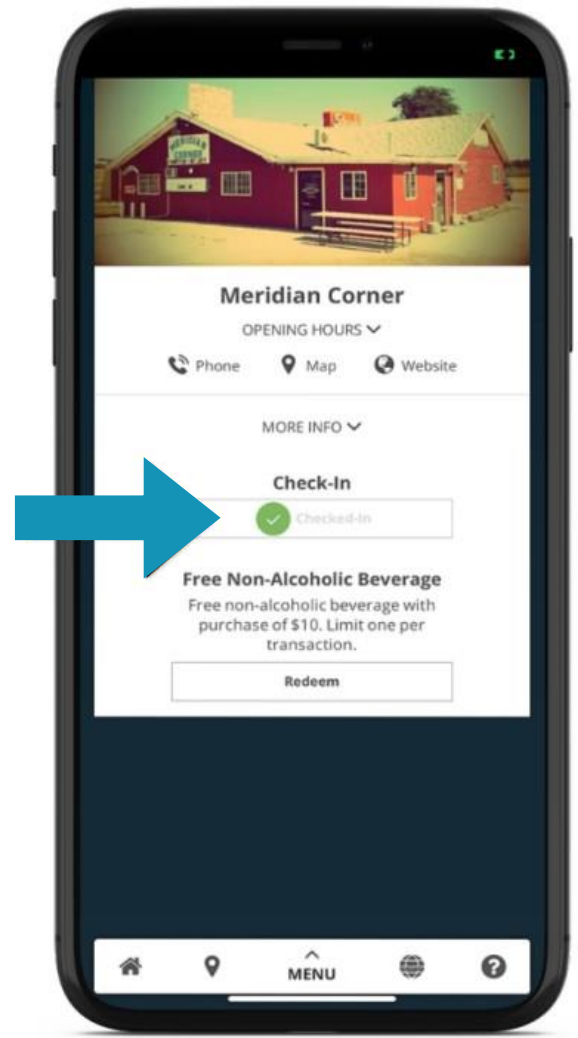
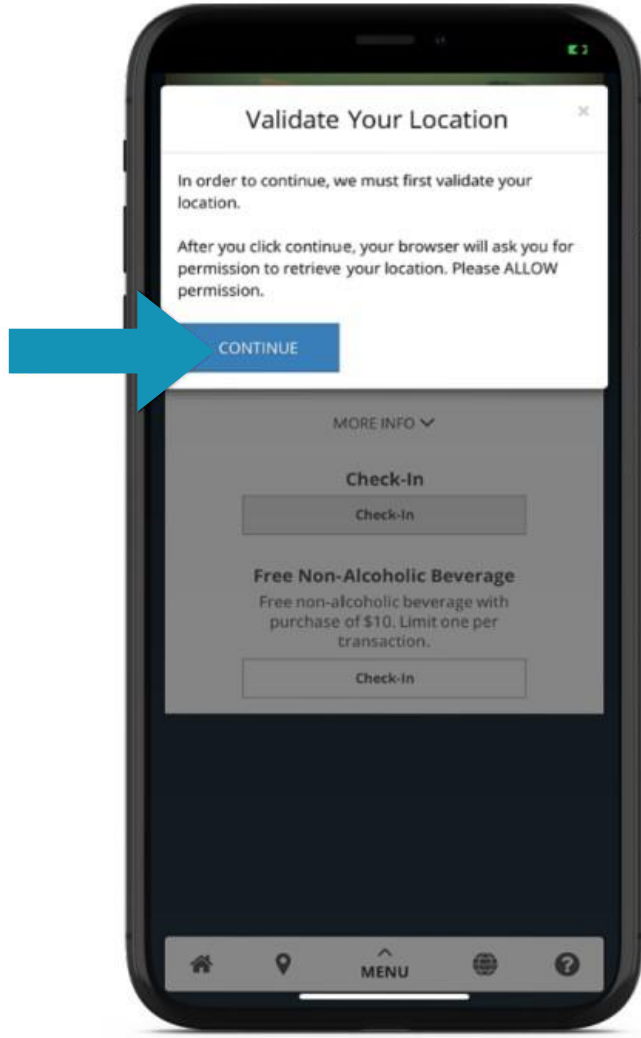
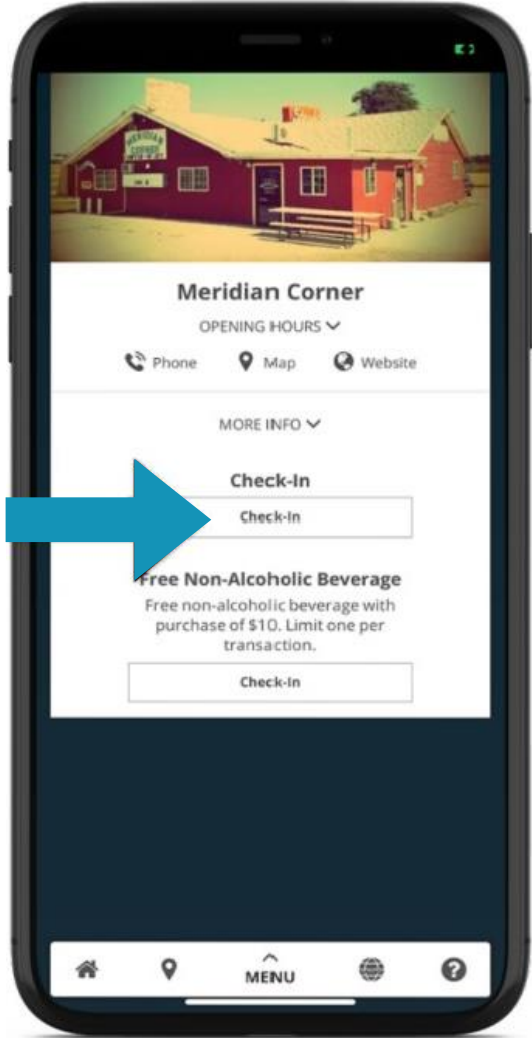


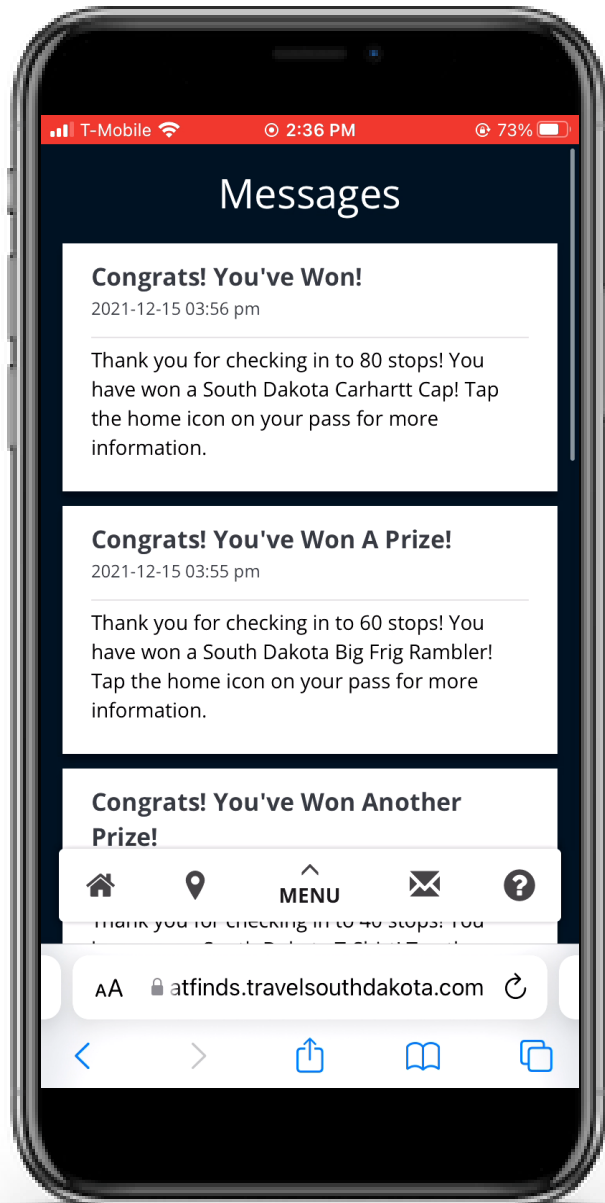
105 LOCATIONS

ACROSS EACH FOUR REGIONS









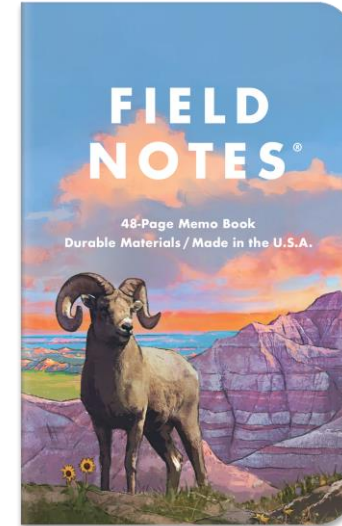
EXPLORATION AWARDS

PRIZE DETAILS

- **10 Stops: South Dakota Sticker Pack**
- **20 Stops: Field Notes Custom Book**
- **40 Stops: South Dakota T-Shirt**
- **60 Stops: Big Frig Rambler**
- **80 Stops: South Dakota Carhartt Cap**
- **100 Stops: South Dakota Osprey Backpack + Chance to win a SD Great Vacation**

EXPLORATION AWARDS

PRIZE DETAILS



South Dakota

The background image shows an archaeological excavation site. Several workers are visible, some kneeling and some standing, working in a large, deep pit. In the background, there are multi-story buildings with balconies, suggesting an urban or residential area. The overall scene is dimly lit, with a blue tint.

PASS PROMOTION

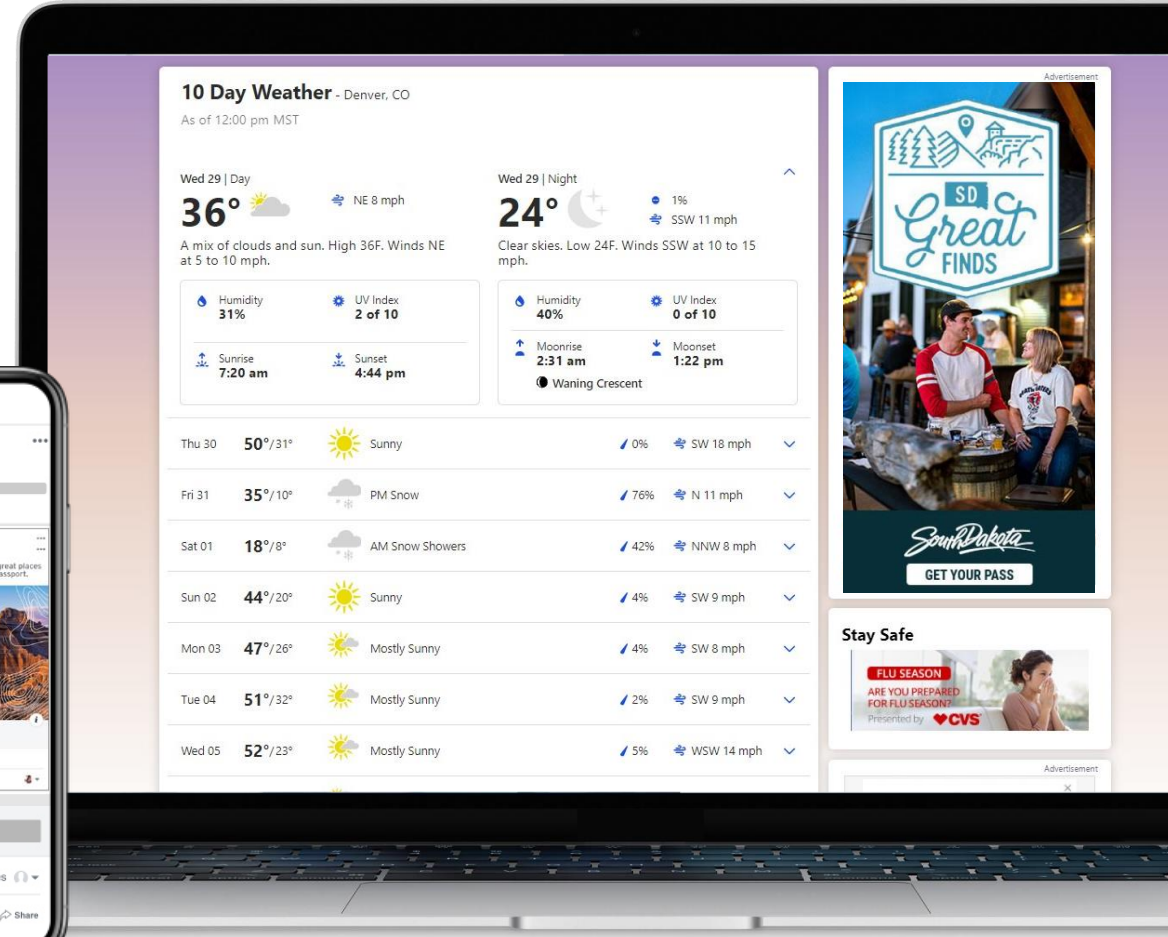
MARKETING EFFORTS

South Dakota

PASS PROMOTION

MARKETING EFFORTS

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



South Dakota

FUTURE EFFORTS

PASSPORTS TO BE DEVELOPED

South Dakota

FUTURE PASSPORTS

WHAT'S AHEAD

- EXPAND SD GREAT FINDS
- ARTS & CULTURE
- NATIVE AMERICAN
- PARKS & OUTDOORS
- FOOD & DRINK



South Dakota