SD GREAT FINDS

HIDDEN GEMS OF SOUTH DAKOTA



HIGHLIGHT EVERY AREA OF SOUTH DAKOTA

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



SOUTH DAKOTA

THE DETAILS

HOW IT WORKS





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



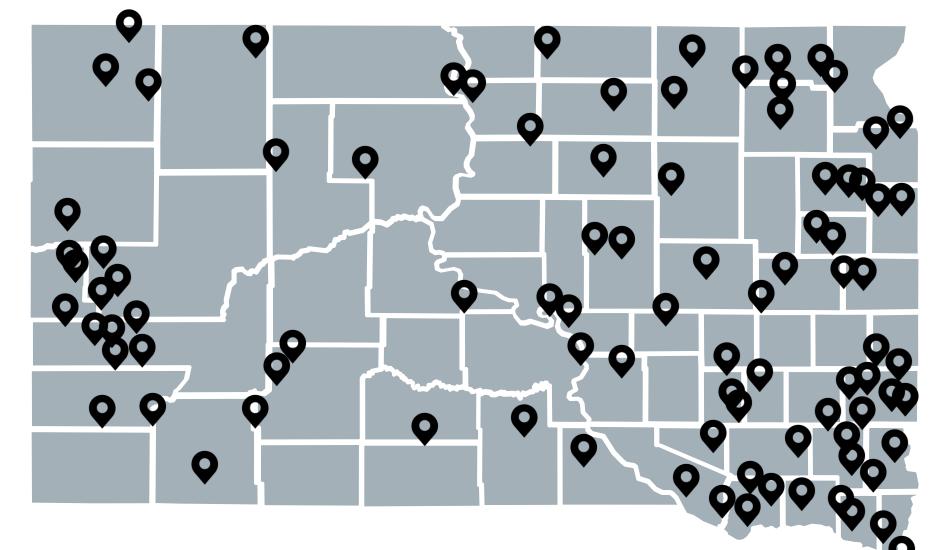
A mobile-exclusive passport of curated attractions, retailers, restaurants, parks and more.

Passport instantly delivered to phone via text and email for immediate use. No app to download but can be saved to phone. When visiting a participating location, simply check-in, through geolocation services, to count a visit for prizes.

SD GREAT FINDS

THE DETAILS

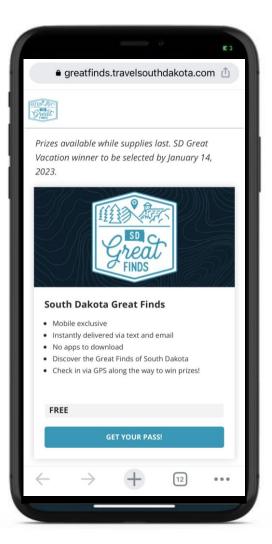




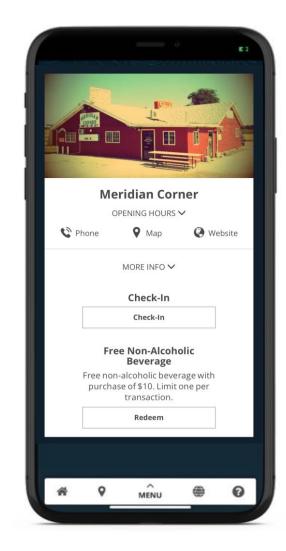
105 LOCATIONS

ACROSS EACH FOUR REGIONS



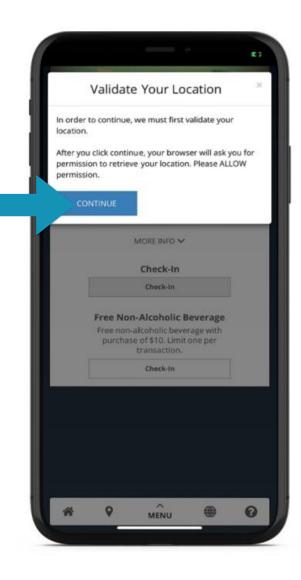


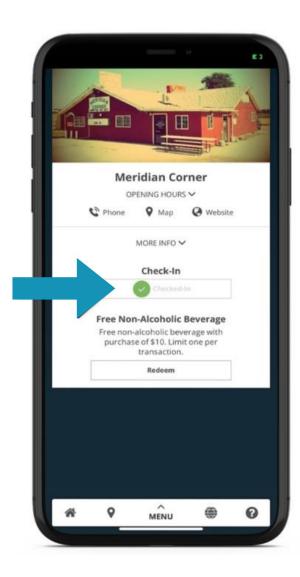
Sou	th Da	SD C FINDS Akota Gi	reat Fi	nds
EAT				
DRINK				
SEE				
SHOP				
PLAY				
ALL GRI	EAT FIND)S		



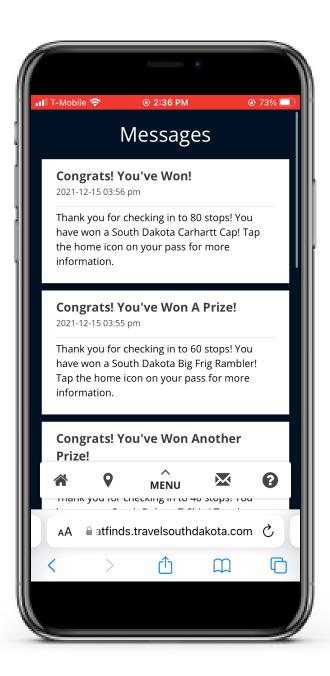












EXPLORATION AWARDS PRIZE DETAILS

- 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







PASS PROMOTION

MARKETING EFFORTS



PASS PROMOTION MARKETING EFFORTS

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

		0	
	10 Day Weather - Denver, CO As of 12:00 pm MST		Advertisement
	36° 🌦 👻 NE 8 mph 2	ed 29 Night ^ 24° (+	Cheat
	at 5 to 10 mph. m	ear skies. Low 24F. Winds SSW at 10 to 15 ph.	FINDS
	Humidity Z of 10	Humidity 40% O of 10 Moonrise Moonrise	
	Sunrise Sunset 7:20 am	2:31 am 1:22 pm Waning Crescent	
	Thu 30 50° /31° 🔆 Sunny	🖌 0% 🗳 SW 18 mph 🗸 🗸	
	Fri 31 35° /10° 🛖 PM Snow	🖌 76% 🗳 N 11 mph 🗸 🗸	
nth Dakota Tourism *** *•• •• I laworites in one convenient guide, Explore great places eet prizes with South Dakota's Great Finds passort,	Sat 01 18°/8° AM Snow Showers	🖌 42% 🚔 NNW 8 mph 🗸 🗸	SouthDakota_ GET YOUR PASS
eet prizes with south Lakota's cireat rinos passport.	Sun 02 44°/20° 🔆 Sunny	🖌 4% 🚔 SW 9 mph 🗸 🗸	GET YOUR PASS
	Mon 03 47°/26° 🧩 Mostly Sunny	🖌 4% 🚔 SW 8 mph 🗸 🗸	Stay Safe
FINDS	Tue 04 51°/32° 🧩 Mostly Sunny	🖌 2% 🗳 SW 9 mph 🗸 🗸	FLU SEASON ARE YOU PREPARED FOR FLU SEASON? Presented by CVS
com iouth Dakota Great Finds Passport	Wed 05 52° /23° Mostly Sunny	🖌 5% 🗳 WSW 14 mph 🗸	Advertisement
Like 🔽 Comment 🔊 Share 🕹 +	10		×
Die 62 2 Comments 10 Shares ∩ - Like □ Comment ☆ Share	and the first of the second of the second		the second second
ty connect province		L	



FUTURE EFFORTS

PASSPORTS TO BE DEVELOPED



FUTURE PASSPORTS WHAT'S AHEAD

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

