

A collection of hand-painted globes is displayed. The central focus is a globe made of cracked eggshell. Inside the cracks, a green, stylized figure is visible, appearing to be a person with curly hair, wearing a light-colored shirt and dark shorts, sitting or crouching. The background is filled with other globes, each painted with different colorful patterns and designs, some resembling traditional art or abstract patterns. The lighting is soft, highlighting the textures of the eggshells and the vibrant colors of the paintings.

TRAVEL SOUTH DAKOTA  
**STATE OF CREATE PASSPORT**

*South Dakota*

Main Objective:

## **TO HIGHLIGHT THE ARTS OF SOUTH DAKOTA**

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



# **SOUTH DAKOTA PASSPORT**



EXPLORE THE DIFFERENT PASSPORTS



GREAT FINDS PASSPORT

Somewhere off the beaten path, that's where you'll find the most remarkable adventures. Explore hidden gem attractions - the small towns, the local favorites, the best-kept secrets - and even secret South Dakota prizes along the way. Make sure to share your pictures along the way with #SDGreatFinds.

LEARN MORE »



STATE OF CREATE PASSPORT

Explore a state full of artistic wonders. From towering works to hidden gems, the magic of creation awaits your discovery. Hit the road and see why South Dakota is truly a #StateOfCreate.

LEARN MORE »



PEAKS TO PLAINS PASSPORT



TRIBAL NATIONS: OCETI SAKOWIN

# SOUTH DAKOTA PASSPORT PROGRAM LAUNCHED JANUARY 2022

# HOW THE PASSPORT 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 points and prizes.

# STATE OF CREATE PASSPORT

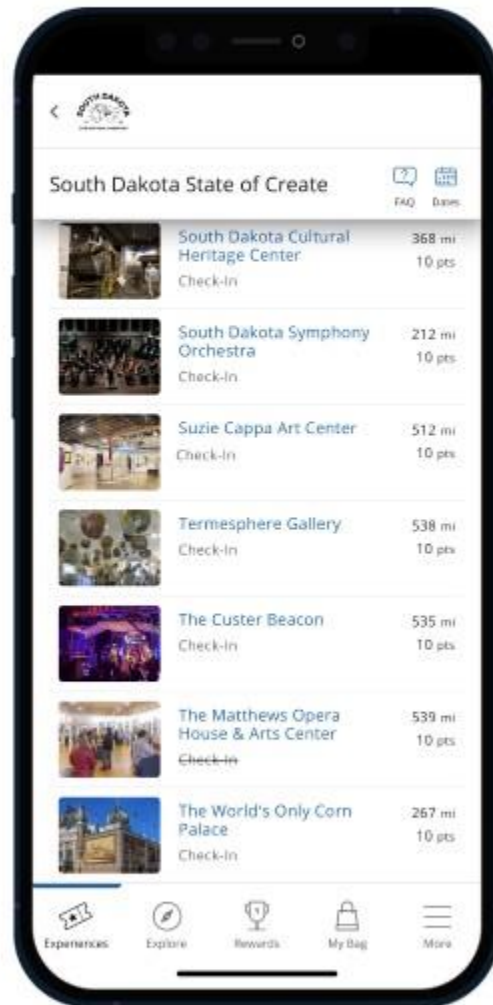


**45 LOCATIONS**

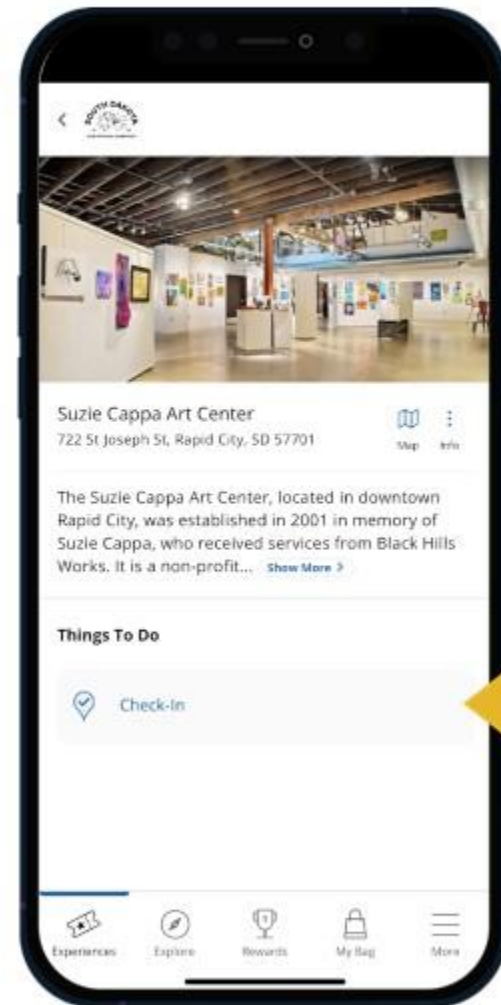
ACROSS EACH FOUR REGIONS



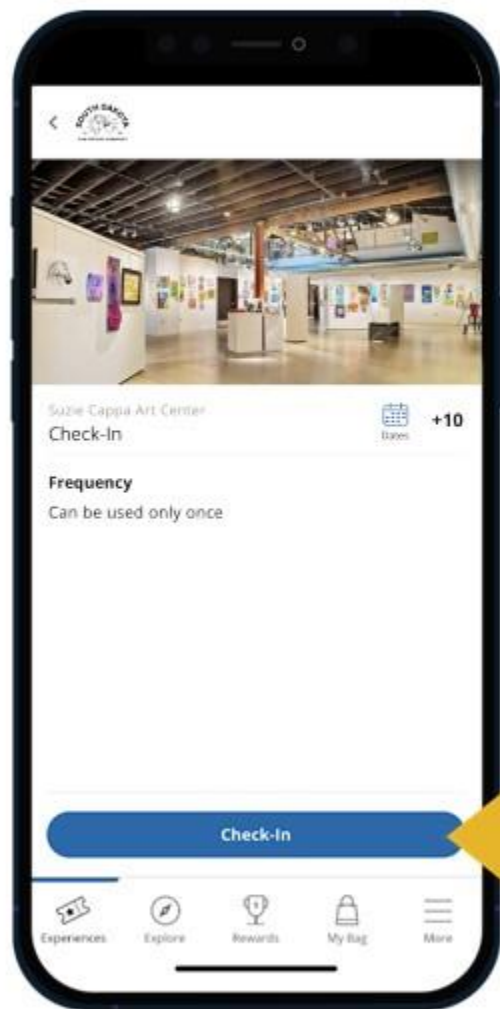
1. Customers will access the pass on their phone.



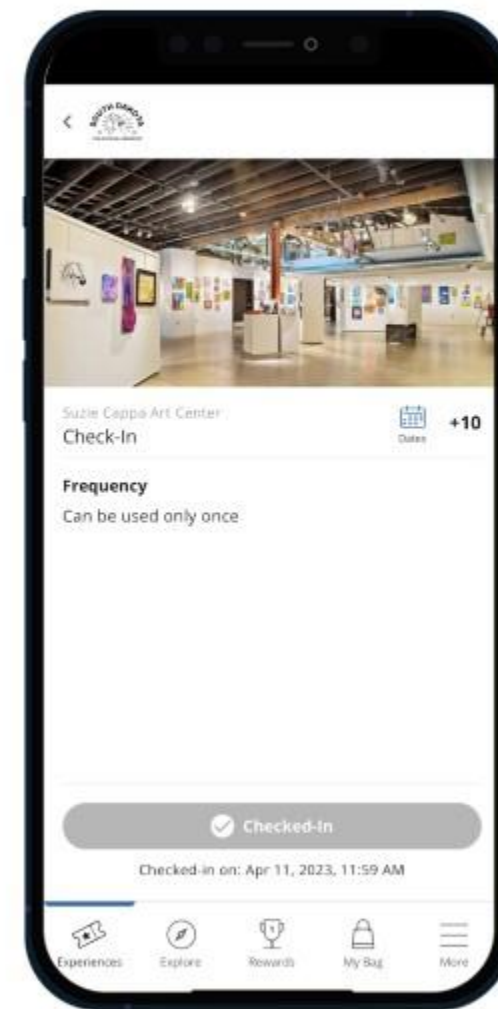
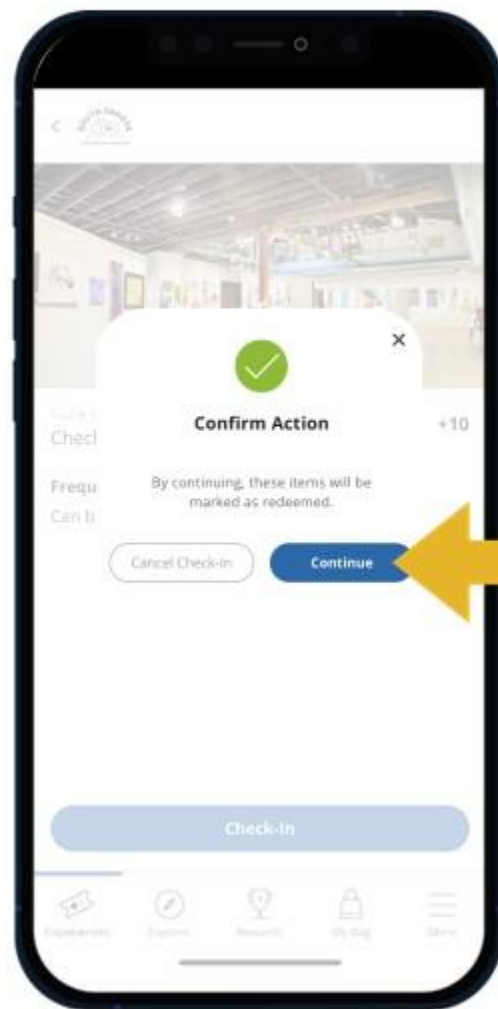
2. Users will locate participating business or location within the passport's Experience tab.







3. When a customer checks-in, they'll need to make sure their location services are on, and they'll need to be within 0.25 miles of the business.



4. A checkmark will be present upon successful check-in.



# EXPLORATION AWARDS

## PRIZE DETAILS

→ **100 POINTS** (10 Stops)

- Local Artist Stickers

→ **200 POINTS** (20 Stops)

- Custom South Dakota Posters

→ **300 POINTS** (30 Stops)

- South Dakota Field Notes
- Big Frig Rambler
- South Dakota Carhartt Cap

→ **400 POINTS** (40 Stops)

- South Dakota Buffalo T-Shirt
- SoDak Pine T-Shirt

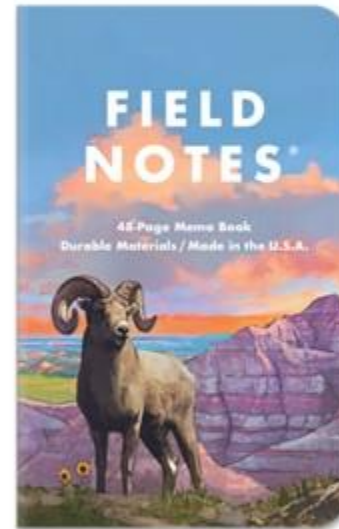
→ **500 POINTS** (50 Stops)

- ENO Hammock + Accessories
- South Dakota Osprey Backpack



# EXPLORATION AWARDS

## PRIZE SAMPLING



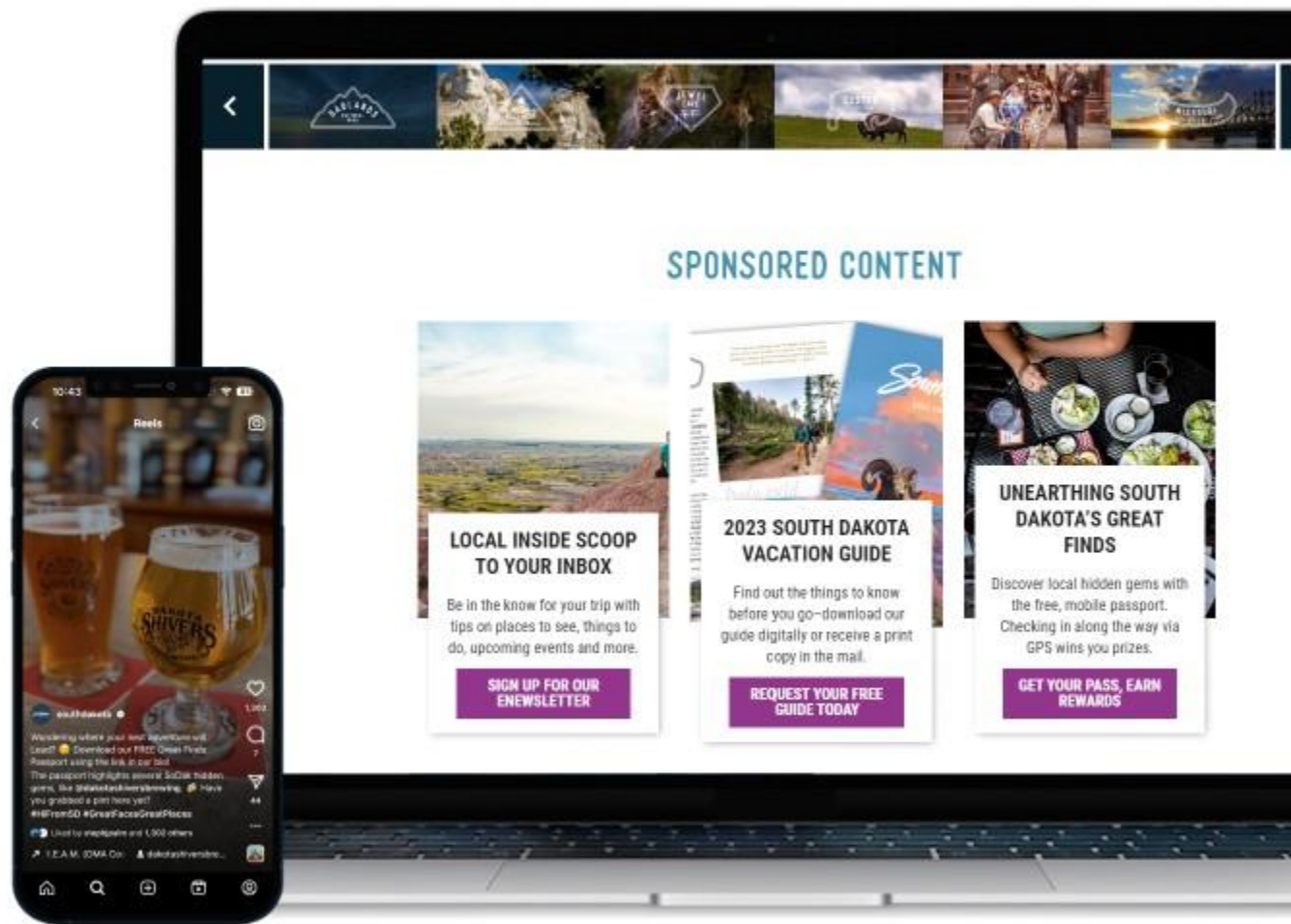
# PASSPORT PROMOTION



# PROMOTION DETAILS

## PASSPORT MARKETING

- South Dakota Vacation Guide
- Welcome Centers
- Email Marketing
- Digital and Social
- TravelSouthDakota.com



# **FUTURE PASSPORTS**

# WHAT'S AHEAD

## FUTURE PASSPORTS

- Expand SD Great Finds
- Tribal Tourism Passport
- Black to Yellow Passport
- Agritourism Passport
- Food & Drink Passport



# FREQUENTLY ASKED QUESTIONS





# FREQUENTLY ASKED QUESTIONS

## → **How do people get their prizes?**

Once visitors have checked into the required number of locations resulting in point accumulation, participants will redeem their points for the desired prize from within the passport application. The Department will then send prize recipients the designated prize(s) by mail.

## → **Is there a separate sign up for each passport, or are the passports interconnected?**

Each passport is independent, so participants need to sign up for each pass they wish to use. However, once you've signed up for multiple passports, they can all be accessed through the same home screen application. Point accumulation is collective between all passports to redeem for all Travel South Dakota Rewards.

## → **Who do I contact if I'm having trouble with my passport?**

Call or text 888-921-5333 or email [support@bandwango.com](mailto:support@bandwango.com)

## → **How do I add my passport to my mobile device's home screen?**

Learn more on the steps to add your passport to your mobile device's home screen by visiting the 'Frequently Asked Questions' on [TravelSouthDakota.com](https://www.TravelSouthDakota.com).

## → **Know of a hidden gem you think should be a part of a South Dakota Passport?**

Email your location suggestion(s) for any of the South Dakota Passports to [Travel South Dakota](https://www.TravelSouthDakota.com).



**CONTACT US**

**TRAVEL SOUTH DAKOTA**

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