



Discover Beaver Island Promotion

9&10 News wants to partner with Beaver Island Chamber of Commerce and local businesses to showcase this incredible vacation destination right here in Northern Michigan. We will help promote the fun and beauty of this great destination through a giveaway.

Viewers can enter on 9and10news.com or 9&10 News' Facebook page for a chance to win a Discover Beaver Island getaway (includes flight or ferry to island, overnight stay, meals and recreational activities)! A winner will be selected live on Northern Michigan's number one morning show *Michigan This Morning*.

A co-branded television promotional campaign will air August 21-17, 2017 encouraging viewers to enter the Discover Beaver Island promotion on 9&10 News' Facebook page. A co-branded digital campaign will display on 9and10news.com linking to the Facebook entry page to compete for the grand prize.

Benefits of a Facebook Promotion:

Before entering the contest people are asked to like your page. Currently 9&10 News has over 150,000 Facebook likes! Our web numbers are even more impressive. Our online presence will help direct people to your business online. Facebook has proven itself as a valid communication tool for brands and gives your business another way to market your products along with opening up interaction with your potential customers. This promotion will also give you a direct line to contact this targeted group of people after the promotion!

9&10 News will provide:

- Promotion information on 9and10news.com's contest page including a link to all participants throughout the duration of the promotion
- Entry form on 9&10 News' Facebook page during promotion
- Various posts throughout the weeks reminding people to enter
- Link and likes to your Facebook page during your contest from 9&10 News' Facebook page (if you choose Facebook option)
- Promotional on-air spots that will include your logo as a sponsor
- Promotional Banners on 9and10news.com
- Contacting of winner, including release forms

Your Business Provides:

- \$500 (dependent on at least 6 participants)
- Gift for the Prize Package