



WASHINGTON

Winter Walkabout



February 1-28 | All Over Washington

The Washington Winter Walkabout is a community-wide, family-friendly event that encourages community members to bundle up and get out of the house to visit local businesses or offices on a hunt to find winter-themed signage. Walkabout sheets are turned in for a chance to win prizes.

This event is ideal for businesses seeking to increase community visibility, drive foot traffic to their location, and showcase their brand in a fun, family-friendly setting.

There are two levels of participation in the Washington Winter Walkabout:

Event Sponsor

\$50

- Your business will display a Winter Walkabout sign in your window *or hidden inside your business* (to hide your sign indoors, you must offer hours of operation that allow for gameplay on evenings and/or weekends)
- Your business information/hours *will be listed* on the tracking sheet, letting players know that a Winter Walkabout sign is located at your business
- You may also include an optional promo or discount with your business information for players who visit your business during gameplay
- *Plus:*
 - Logo/mention on all promotional materials
 - Named in event e-blast as sponsor
 - Mention/tag in all social media posts
 - At least one social media story feature during event

Participating Business

FREE

- Your business will display a Winter Walkabout sign in your window
- Players will hunt for the signs throughout town, matching the window signs to the images on the tracking sheet
- Your business will *not be listed* on the tracking sheet, so participants will discover it while exploring