

Newmarket 150 Historical Scavenger Hunt



Purpose

- To connect Newmarket residents with 150+ years of local history
- To encourage residents to explore their neighbourhoods
- All in the name of fun and education!

How it Works

- This is a web app for mobile phones
- Players will register at <https://hidden.live/> with email and/or cell number
- A specific Newmarket web address will be created as the portal
- Web app guides players to find secrets hidden in Newmarket
- Players earn points for answering questions
- Points give chances to win prizes

Cost

- There is no monetary cost for residents to participate
- Prizes that have been donated will entice residents to participate

Prizes

- Prizes will be provided by local businesses and organizations

- Will be awarded monthly to start, weekly as traffic builds
- Random winners will be emailed and/or texted

Promotion

- Social Media, Local Businesses, Main Street BIA, Town of Newmarket
- Weekly Facebook Live Leaderboard update
- Canada Day on Main Street.
- Monthly emails to players sponsored by businesses. Encourage & incentivize players to promote to friends and family.
- Social media sharing contest
- War of the Wards – Compete against other Wards
- Business challenges - car dealerships – Realtors – Service clubs

Merchants

- Local merchants may participate for benefits
- Game generates walk-in traffic
- Will need to preregister using special portal
- Portal: name, website, phone, email, prize
- Add and remove prizes
- Monthly sponsors (Example: Envio)

Newmarket 150 Scavenger Hunt is live at <https://hidden.live/>

Contact

Dave Robinson: [REDACTED]

Mark Kolb: [REDACTED]