

Newmarket 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
- Each point generates more chances to win prizes in weekly or monthly random draws

Prizes

- Prizes will be provided by sponsors, local businesses and organizations
- Prizes 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 – Email list with 11,000 subscribers – Electronic Signage - Events
- Monthly Facebook Live Leaderboard update at a Main Street business.
- Booth on Main Street to promote Canada Day Scavenger Hunt.
- Monthly emails to players asking them to invite their friends and family to earn bonus points.
- Social media sharing contest.
- War of the Wards – Compete against other Wards
- Business challenges - car dealerships – Realtors – Service clubs

Main Street Merchant Benefits

- Game generates walk-in traffic that is verifiable through mobile phones
- Users will need to preregister with email to play. This will build a list we can market to.
- Weekly/Monthly emails to announce winners will contain sponsors message/offer
- Business banners will appear within the Scavenger Hunt
- Bonus Scavenger Hunts like a Virtual Easter Egg Hunt & a Canada Hunt will bring more people to Main Street

Main Street BIA Sponsorship Request

- Sponsorship - \$1000 per month plus 3 weekly prizes plus 1 monthly prize per month
- Main Street BIA – Minimum 3-month sponsorship to secure the official launch
- There is no monetary cost for residents to participate
- Prizes that have been donated will incentivize residents to participate

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

Contact

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