

VACATION GIVEAWAY

Through a fun Vacay Giveaway, lucky winners get a trip of a lifetime. 100,000+ eyes on your business. Your Insta Gains 100s of Followers.

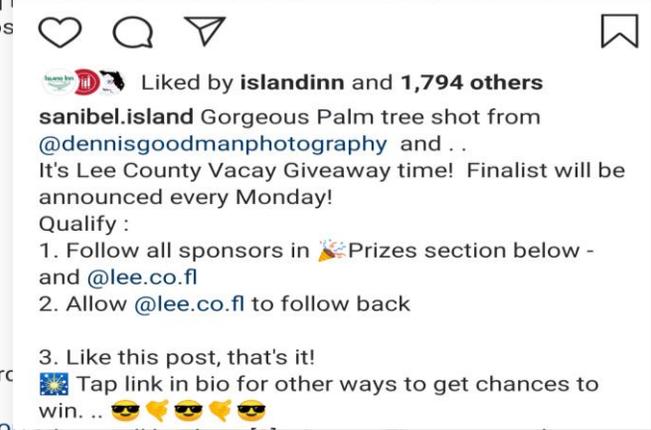


HOW IT WORKS

Each local business donates a prize, and these prizes collectively create an awesome vacation package for one or more winners.

We post daily on our Insta*, and our Followers try to win by...

1. Qualify. **Our Followers must Follow the business sponsors** to get a Lucky Number
2. Lucky Number. The four-digit Lucky Number is unique to each Qualified Follower
3. Roll of the Dice. After 15 weeks, rolls of four ten-sided dice determines the winners



FOR YOUR BUSINESS

New Followers

Our Followers are compelled to Follow you. You will earn over 750 New Followers in your core target market



Advertising: Story Share & Feed Post

Your business will be featured daily our beach profile's Feed and Story. This will result in over 2,500,000 views over the course of the Giveaway.

Next-Level Insight into Followers

Engagement Dashboard provides details Metrics for your Insta

There will be three [3] winners. First, you'll receive one [1] Finalist spot. To get one [or more] of the spots: 🌟 Most Points. 1st place on the scoreboard will receive three [3] Finalist spots 🌟 2nd place on the scoreboard will receive one [1] Finalist spot 🎉 Weekly Winner. Each week, 15 [15] Weekly Winners will receive one [1] Golden Ticket. The most profile will get one [1] Finalist spot. 🤩

🎁 Prizes: 🌴 🏖️ 🏠 Staying [2 nights]: @sundialresort @edisonbeachhouse @islandinn .

🍽️ Eating: @docfords @clamshack_sanibel @dixiefishfmb @thewhalefmb @joeyscustard.sanibel [3 x \$25 gift cards]

🌊 Enjoying: 1 Hr Wave Runner at @holidaywatersports One Magnum Parasail at @esteroislandparasail 🧖‍♀️ 🧖‍♂️ 🧖 \$75 Spa Package from @kaycasperson [3 x \$75] .

🛍️ Fashion [\$75 shopping spree]: @islandpursuitsanibel @myislandblends @tropical.bros

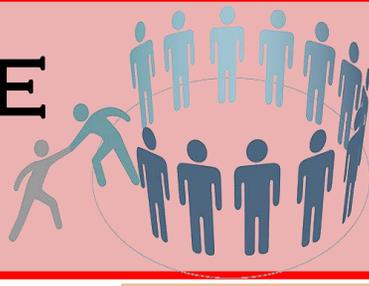
Scoreboard can be reached link in bio. Contest ends Dec 15th. 🚨 Tap link in bio for all rules and details 📊 @dennisgoodmanphotography

View all 44 comments

This post is an example of one of our daily posts. We have conducted over a dozen Vacay Giveaways on our profiles* since 2017

*-Vacay Giveaway profiles: @clearwater.beach, @stpetebeach, @sanibel.island, @johnspass, @madeirabeach, @siesta.key

JOIN THE TEAM



1. Select a monthly pricing package
 2. Donate a prize
 3. Message us your ad content
- Businesses must commit to the four month contest

PRICING	BRONZE	SILVER	GOLD
	FREE	\$59.99/month	\$99.99/month
PRIZE DONATION	4 x \$25 gift cards [i.e. \$100 for the 4 month contest]. Hotels**: 1 room night, with blackout dates	3 x \$25 gift cards [i.e. \$75 for the 4 month contest]. Hotels: 2 room nights, with blackout dates	Same as Silver
Story Share*	Monthly	Weekly	Daily
Feed Post*	Monthly, shared on slide show	Weekly, shared on slideshow	Weekly, exclusive post
Increase Followers	Suggested Follow	Mandatory Follow	Mandatory Follow, plus Additional Chances for Engaging on Your Posts
Metrics	Summary Followers, Charts, Biggest Fans	Same as Bronze	All metrics and data that we currently have available
Real-Time Snaps	Beachfront business only	Waterfront/Beachfront	All businesses
Title Sponsorship	NO	NO	YES

*-to advertise your content, send a direct message [DM] of up to seven pictures and, verbatim, the caption to our beach profile on Insta
 **-hotels-only, if you are on a tight budget, we have the Brilver package. It is the same as Bronze, but has a mandatory Follow. It is FREE each month and requires a three room night donation

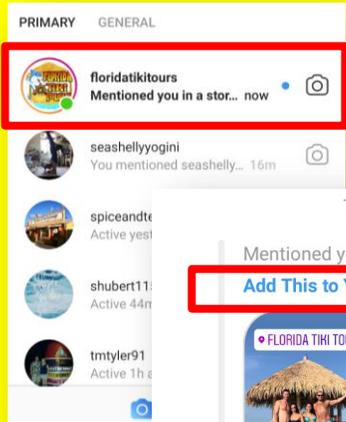
BUSINESS BENEFITS



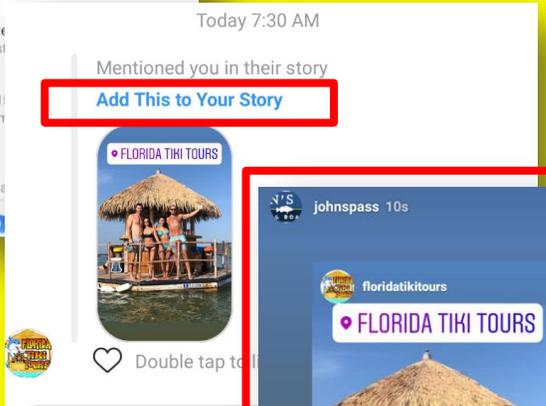
Depending your business' budget and usage of Instagram, three different levels of participation are available: Bronze, Silver and Gold

Story Share
Featured Feed Post
Increase Followers

STORY SHARE

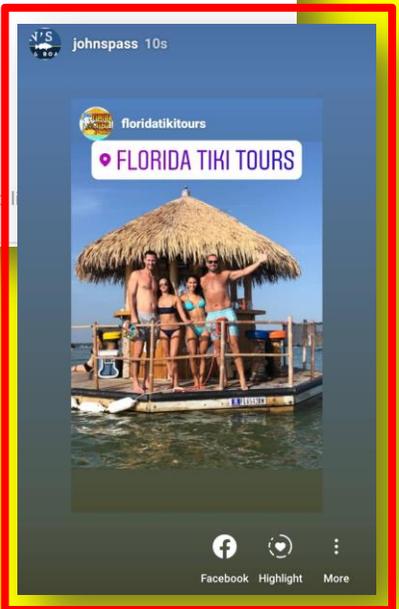


We get an Alert that Your Story Post mentions our profile. TIP: Hide the mention under location tag



We Share Your Story to Our Story

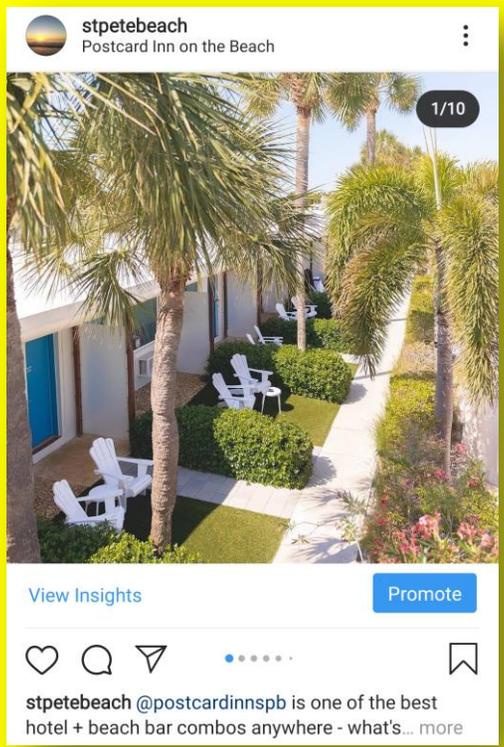
-  **Timing:** Daily
-  **Timing:** Weekly
-  **Timing:** Weekly



FEED POST

Send us your content, and we publish your content on our Feed. Each post can have up to 10 pictures or videos and text caption

-  **Exclusive post with only your custom content**
Timing: Weekly
-  **Shared slideshow with other business sponsors**
Timing: Weekly
-  **Shared slideshow with other business sponsors**
Timing: Monthly



INCREASE FOLLOWERS

Gain 750 – 1,500 new Followers
How? Qualifiers must follow our Gold and Silver sponsors.

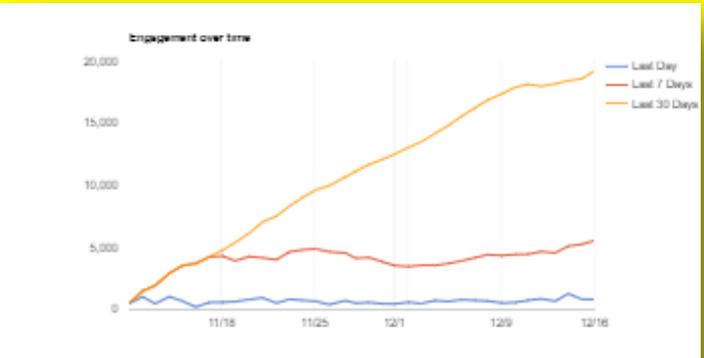
-  **Mandatory Follow, plus Additional Chances for Liking/Commenting on Your Posts**
-  **Mandatory Follow**
-  **Suggested Follow**



BUSINESS BENEFITS

Metrics
Real-Time Snaps
Easy IGER

METRICS View next slide for details on the Engagement Dashboard



Show Biggest Fans: No ▾	Start Date: 11/11/2019
End Date: 12/17/2019	Type of Engagement: All ▾
Show All Data in Table [will be slow to load]: No ▾	
Display Type [check at least one]: <input type="checkbox"/> One Day <input type="checkbox"/> Last Seven Days <input type="checkbox"/> Last 30 Days	
Biggest Fans <small>Toggle Drop-down menu above to show the engagement for the selected time range - with your biggest fans at the top.</small>	

Timing: All Available Metrics

Timing: Dashboard and Summary Followers

Timing: Dashboard and Summary Followers

REAL-TIME SNAPS

Android phone, loaded with remote control App, setup at your property so we can publish real-time content about your business on a regular basis on beach profile's Insta Story and SnapChat [@thebeachtoday]



All businesses qualify

Waterfront/Beachfront businesses only

Beachfront businesses only

TITLE SPONSOR

Our new sub-contests are titled by each Gold sponsor. Get highlighted on each post as well as the website [www.thebeach.today]

Gold Sponsors Only



ENGAGEMENT DASHBOARD

Tracks the success of your Insta with easy-to-read, verifiable metrics as well as a Summary to show New Followers

Login

Username
docfords

Password
●●●●●●●●

Login

Summary Followers for docfords

One Day:7	Two Days:19	7 Days:141
30 Days:478	60 Days:998	90 Days:1617

Tap here to show [or hide] help & tips

Last 30 days

2019-11-16 21:38:15 - e2_wiemers08	2019-11-16 21:38:15 - nikki_t
2019-11-16 21:38:15 - adub182	2019-11-16 21:38:15 - niuray
2019-11-16 21:38:15 - officiallexirainz	2019-11-16 21:38:15 - taketh

Summary Followers is a direct link that shows the New Followers gained over 1,2,7,14,30,60,90 and 120 days as well as the Follower names and timestamp so you can double check

Common Search

Account Home

Engagement over time

11/18 11/25 12/1 12/8 12/16

Show Biggest Fans: No

Start Date: 11/11/2019

End Date: 12/17/2019

Type of Engagement: All

Show All Data in Table [will be slow to load]: No

Display Type [check at least one]:
 One Day
 Last Seven Days
 Last 30 Days

Biggest Fans

Toggle Drop-down menu above to show the engagement for the selected time range - with your biggest fans at the top.

Show all engagement, or just specific engagements [e.g. New Followers]. Select a date range, and three lines will show engagement by: 1. Day, 2. Last Seven Days and 3. Last 30 days

Show Biggest Fans: Yes

Start Date: 11/10/2019

End Date: 12/16/2019

Type of Engagement: Follow

Show All Data in Table [will be slow to load]: No

Display Type [check at least one]:
 One Day
 Last Seven Days
 Last 30 Days

Biggest Fans

Toggle Drop-down menu above to show the engagement for the selected time range - with your biggest fans at the top.

Username (total)	Comment	Like
knorm5 [59]	35	24
annette.b.1 [59]	35	24
foster1nonly [56]	32	24
ajones76 [52]	29	23
meaniec [38]	17	21
melaniejarrettwhitehead [36]	11	25
bnfricke [33]	16	17
swfffoodanddrinks [32]	1	31
j0rsak [28]	10	18
scoutandhermom [28]	7	21

Biggest fans are those that have Liked or Commented on unique days. For example, knorm5 below commented on 35 unique days in 36 total calendar days. This might be someone you DM with non-salesy information – definitely a big fan!

WHY JOIN?

Get the best Instagram advertising at a great price – and support the overall marketing of our area

WHY CONSIDER JOINING?

The Most Effective Insta Tourism Profile

We have worked hard since 2015 to become the #1 Instagram for Sanibel Island, St Pete Beach, John's Pass and Clearwater Beach. Our profiles engage more than any local Insta, and even get more Likes per post than county-wide, government-funded Instas: Visit St Pete/Clearwater in Pinellas and Visit Ft. Myers/Sanibel in Lee



Lowest Price

Most Instagram influencers charge \$50+ for Story posts and \$75+ for Feed posts [and delete the Post after a half day]. We are literally 4x – 20x less expensive, depending on the sponsorship level.

Help Promote the Area

Even if you are not on Instagram, think of this as advertising just like TV or radio. The main difference though – we know who the viewers are and if they like our advertisements. These advertisements communicate with these viewers on a daily basis, creating a favorable impression to re-affirm their decision to visit the beach again, soon [and your business]. We have been posting everyday about our beaches for years. Each year, our posts on each beach profile get over 5 million views. Each view is someone that wants to visit the area. We get \$0 in government or Chamber of Commerce funding. Without your support, the promotion of the area would not exist.

NOTE: If you know of another great local beach tourism influencer [that charges a similar price with similar advertising benefits], then let us know. We would love to work with them



Instagram post interface showing a post by [sanibel.island](#) with 1,794 likes. The caption reads: "Gorgeous Palm tree shot from @dennisgoodmanphotography and . . . It's Lee County Vacay Giveaway time! Finalist will be announced every Monday! Qualify : 1. Follow all sponsors in 🏆Prizes section below - and @lee.co.fl 2. Allow @lee.co.fl to follow back 3. Like this post, that's it! 📌 Tap link in bio for other ways to get chances to win. ... 🤔🤔🤔🤔 There will be three [3] winners. First, you need to get a Finalist spot. To get one [or more] of the Finalist spots: 🏆 Most Points. 1st place on the scoreboard will receive three [3] Finalist spots 🏆 2nd Most Points. 2nd place on the scoreboard will receive one [1] Finalist spot 🏆 Weekly Winner. Each of the fifteen [15] Weekly Winners will receive one [1] Finalist spot [i.e. 15 total] 🏆 Golden Ticket. The most helpful profile will get one [1] Finalist spot. 🤔🤔🤔 Prizes: 🏖️🏠📅 Staying [2 nights]: @sundialresort @edisonbeachhouse @islandinn . 🍴🍷🍹 Eating: @docfords @clamshack_sanibel @dixiefishfmb @thewhalefmb @joeyscustard_sanibel [3 x \$25 gift card] 🏄🏄🏄 Enjoying: 1 Hr Wave Runner at @holidaywatersports . . One Magnum Parasail at @esteroislandparasail 🍷🍷🍷 \$75 Spa Package from @kaycasperson [3 x \$75] . 🛍️🛍️🛍️ Fashion [\$75 shopping spree]: @islandpursuitsanibel @myislandblends @tropical.bros Scoreboard can be reached link in bio. Contest ends Dec 15th. 🚨 Tap link in bio for all rules and details 📌 @dennisgoodmanphotography View all 44 comments