

SHOP & WIN

Join the Treasure Hunt



WHAT IS THE TREASURE TRAIL?

The Treasure Trail is QPRC's 2020/21 destination marketing campaign; a celebration of the Kings Highway and all the hidden treasures surrounding it. We are encouraging travellers to stay longer and dig a little deeper to discover stories of our experiences, products, people and townships.

To learn more about the Treasure Trail, see our Industry Toolkit 20/21 or visit www.treasuretrail.com.au.

WHAT IS SHOP & WIN?

Shop & Win is the flagship activation of the Treasure Trail during Spring 2020; QPRC will run these retail tourism promotions in both Bungendore and Braidwood during October and November. The competitions will have a COVID-safe approach with digital entry into the prize draws.

A \$10,000 prize pool will be won in each town; to enter, customers need to spend a minimum of \$20 per transaction at any of the participating businesses, receive an entry ticket into the draw and enter, using a unique code, at www.treasuretrail.com.au/win.

For more details on the promotion, see over the page 'Frequently Asked Questions'.

WIN A TV AD PACKAGE



All participating businesses are eligible to go into the draw for their very own advertising campaign with Prime 7.

One lucky business from both Bungendore and Braidwood will be randomly selected at the beginning of November to work with Prime7 in creating their very own advertising campaign to the value of \$2,000.

The prize includes the creation of a 15 second ad which will appear across the Canberra region and the Far South Coast. The ad will remain the property of the winning business to use as they wish.



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Braidwood and Bungendore



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FREQUENTLY ASKED QUESTIONS

WHAT DO BUSINESSES NEED TO DO?

Each time a customer spends at least \$20 in a transaction, hand them one entry ticket. The customer will then complete their entry online.

WHAT DO YOUR CUSTOMERS NEED TO DO?

Each time they spend \$20 in one transaction, they will receive an entry ticket which acts as their proof of purchase. They will then follow the instructions on the entry ticket to enter their details online.

HOW MANY TIMES CAN A CUSTOMER ENTER?

Customers can use each entry ticket once; there is no limit as to how many entries can be made. The more times they visit participating businesses and spend \$20, the more chances they have to win.

WHICH TRANSACTIONS ARE INELIGIBLE?

Medical prescriptions and over-the-bar sales of alcohol at hotels are ineligible transactions.

WHAT IF A CUSTOMER DOES NOT HAVE INTERNET ACCESS?

QPRC provides complimentary internet access at its libraries; a 'how to' guide will be available.

WHEN IS THE LAST DAY TO ENTER?

To be included in the major draw, all entries must be submitted online by 11.59pm on Nov 26th, 2020.

HOW WILL THE DRAW TAKE PLACE?

Marketing agency Coordinate will draw winners by random using promotional software. Winners will be notified by phone and/or email within 24 hours of the draw.

WHEN ARE THE PRIZES DRAWN?

The fortnightly draws of \$500 in each town will take place on Oct 7th and 21st, Nov 4th and 18th.

The major draws of \$5000, \$2000 and \$1000 in each town will take place on Nov 27th.

WHAT ARE THE PRIZES?

The prizes will take the form of a shop credit/ gift voucher, valid for six months, at participating businesses. Winners will choose which businesses they wish to spend their credit at. Prizes cannot be redeemed for cash. A maximum of 25% of each of the three major prizes can be spent in any one business.

TREASURETRAIL.COM.AU

Dig a little deeper



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