



Treasure Hunt

To encourage more traffic through the doors of local businesses, the Bathurst Winter Festival will be coordinating a town wide Treasure Hunt. To participate, festivalgoers will need to collect 10 different stamps from participating businesses, to be able to go in the draw to win one of three Big Bathurst Prize Packs.

For a business to take part, they will need to donate something that can be added to the Bathurst prize pack. They will then be listed on the Treasure Hunt page of the Bathurst Winter Festival website, with their business address and opening hours.

AIM

- Encourage participation in the Festival by the broader community
- Promote widespread awareness of the Bathurst Winter Festival
- Support local businesses by developing a program that encourages festivalgoers to enter their business

To be included in the Bathurst Winter Festival Program of Events, you will need to supply the following:

- A prize of at least \$30 to be added to a Big Bathurst Prize Pack (there will be three prize packs: family friendly; teenagers; and over 18s)
- A completed Treasure Hunt Application Form

BENEFITS OF PARTICIPATING

- A listing on the Bathurst Winter Festival website
- An opportunity to capitalise on Council's extensive Winter Festival promotion
- Be included in the Bathurst Winter Festival's town wide Treasure Hunt
- Opportunity to be seen by over 50,000 people on Bathurst Winter Festival website (2018 website figures)

HOW IT WORKS

- On the Bathurst Winter Festival official program, a section will be devoted to allowing festivalgoers to "Collect Your Treasure". The treasure will be stamps collected from different local businesses.
- Once 10 different stamps have been collected, the festivalgoer can enter the draw to win one of three Big Bathurst Prizepacks.

- All participating businesses will be listed on the Bathurst Winter Festival website, with their business address and opening hours
- Each business participating will be given a unique stamp, which will be used to stamp the entries of visitors to your shop. *You can only stamp each entry once, each entry needs 10 unique stamps.*
- *Please note:* To enter the draw, only 10 stamps need to be collected. There will likely be more than 10 businesses participating in this promotion, so every entrant will not be required to visit your business. Keep reading for tips to encourage people to choose to collect their stamp from you!

ENCOURAGING TRAFFIC THROUGH YOUR DOORS

The Treasure Hunt is a promotion designed to encourage festivalgoers to step foot in different local businesses during the Bathurst Winter Festival, held in a traditionally quiet time of year.

To enter the draw, only 10 stamps need to be collected. There will likely be more than 10 businesses participating in this promotion, so every entrant will not be required to visit your business. To encourage people to visit you, we recommend taking some steps to make your business the most appealing. Take inspiration from, but do not be limited by these suggestions:

- **Promote your involvement** in the Treasure Hunt on your own social media, or with posters in your business
- **Offer an incentive** for patrons who collect a stamp from you. You might be able to take 50c off their coffee, or offer a lollypop to kids.
- **Give them another reason to visit.** Could you take part in the BWF Program of Events? Maybe you could have a great Winter-themed photo opportunity that everyone wants to visit
- **Team up with other participating businesses** and recommend that patrons visit them after collecting your stamp, and they can do the same for you.

FURTHER OPPORTUNITIES

Further opportunities to be involved with the Bathurst Winter Festival are available, such as through the Program of Events; decorating your business and entering the competition; or sponsorship of the festival. If you would like more information about how your business can make the most of the Bathurst Winter Festival, please contact Council's Events Assistant, Brianna Kirkness on 6333 6110 or at brianna.kirkness@bathurst.nsw.gov.au.

TO APPLY

To apply to be included in the Bathurst Winter Festival Treasure Hunt, please fill out the attached form, and return to Brianna by Friday 31 May 2019 at brianna.kirkness@bathurst.nsw.gov.au. Please submit prizes to Brianna no later than Friday 14 June.



BATHURST
WINTER
FESTIVAL

Business Details	
Business Name:	
Business Address:	
Business Opening Hours:	
Prize to be contributed to prize packs:	
Dollar value of prize:	

Contact Details	
Name:	
Organisation:	
Phone:	
Email:	

This form is not confirmation that your business has been accepted into the Treasure Hunt. Bathurst Regional Council will contact you within 30 days of your submission to advise of the outcome.