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# My Discovery Destination!

— Adventure Sponsor Overview —

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# My Discovery Destination! is a **COLLABORATION**

A culture is **STRONG** when people work  
**WITH** each other, **FOR** each other.

A culture is weak when people work against  
each other, for themselves.

~Simon Sinek



# What is My Discovery Destination?

Everything we do at  
**My Discovery Destination!**  
is about  
**STRENGTHENING FAMILIES &  
BUILDING COMMUNITY**



# What is My Discovery Destination?

## My Discovery Destination!

provides a wide variety of family experiences to

**CREATE and CAPTURE  
Memories**

... and all of our Adventures are 100% FREE!

# Our Goal: BUILD COMMUNITY



- *for* **FAMILIES**

- FREE Adventures and positive family experiences
- Resources and programs, financial freedom tools

- *for* **SMALL BUSINESSES**

- **AFFORDABLE & COMPREHENSIVE one stop shop** for marketing
- Variety of high-level training opportunities

- *for* **SCHOOLS and HOMESCHOOLERS**

- Increase membership and participation in programs
- Funding, donations, & connections with businesses



# What is an Adventure Sponsor?

Adventure Sponsors are the core of  
My Discovery Destination!

By re-directing a few marketing dollars into our  
Adventures you provide FUN and support for  
families and sustainability for the program



And the benefits for  
Adventure Sponsors are

**HUGE!!**

# Facebook Community:

- Link back to your social media sites
- Regular Spotlights
- Promote your events
- Content Marketing
- Build Relationships



- **Compare to:**
  - FB and social media campaigns - \$varies
  - CV Family Magazine - \$2,700
  - Cache Valley Daily - \$1,350+/mo
- **FB Community Bonuses**
  - 10X Results
  - Built in audience
  - Instant updates - DAILY
  - No Limits



# 52 #TuesdayTRENDS:



- Introduce Products & Services
- Distribute Coupons & discounts
- Promote your events

*Tuesday #Trends*



- **Compare to:**

- ValPak - \$16,640
- Hometown Values - \$24,960

- **#TT Bonuses:**

- Frequency builds familiarity
- No clutter
- Never forgotten
- Change or update any time
- Clear Inventory w/o lead time

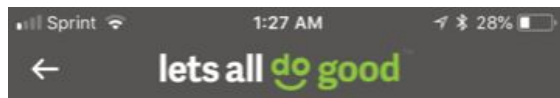
# Events & Community Booths: Platform Marketing

We provide a platform for our Adventure Sponsors to build campaigns on



- **Unplug & Connect Family Nights**
- **#ParentsEmpowered Events**
  - Fun Park
  - Aquatic Center
  - Zootah!
- **Uplift Families Conference**
- **Air Show**
- **Touch a Truck event**
- **Cruise-in and County Fair**
- **Various Community Events**

- **Compare to:**
  - Community Booths - \$25-\$150 each
  - Home & Garden Show - \$200-\$650
- **MyDD! Bonuses:**
  - Split time for longer events-Come when you can



# Let's All Do Good App



- Connect with Schools



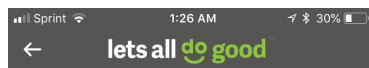
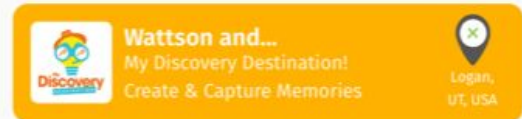
Welcome Woodruff Elementary!

Welcome Woodruff Elementary families! With this app you will be able to stay current on school events and news. You will also be able to get information a...

more

Proudly Sponsored By

View All



UNPLUG and CONNECT

This is a MUST ATTEND event for anyone and everyone that loves a child!! Dr. Christy Kane will teach you how cellphones and social media impact...

more

Thanks To Our Sponsors

View All



- Compare to:

- Newspaper - \$500 ¼ page ad
- Radio - \$200 per 10 seconds
- Banners & Sponsorships - \$250 to thousands
- Other apps - varies

- Digital Bonuses:

- Be where the people are!
- Links directly to your website

# ADVENTURES & Tours!

- Provide a 'taste' of your product/service
- Get MASSIVE exposure
- Collect contact information

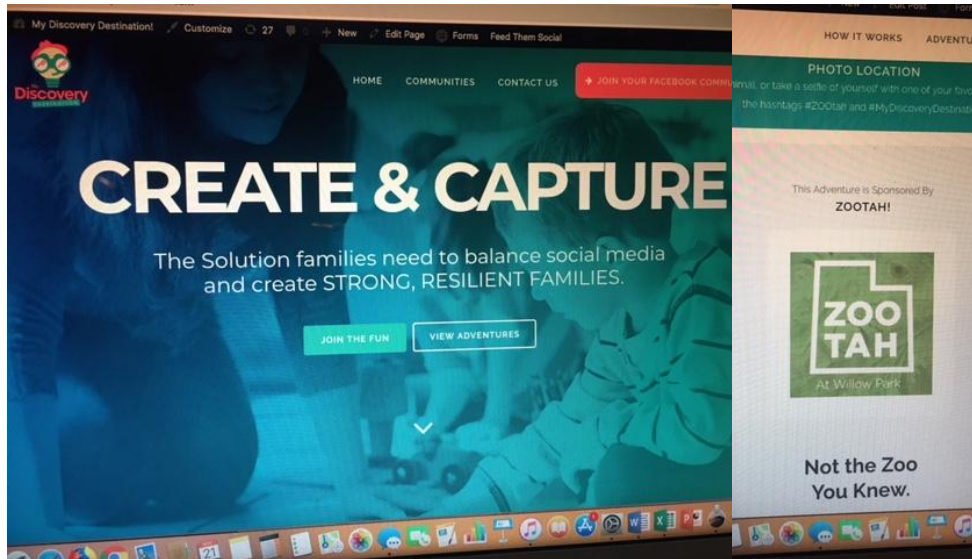


- Compare to:
  - Offering a free Class
  - Lead Generators - (\$20-250/mo)
- MyDD! Bonuses:
  - More traffic
  - Massive exposure
  - Part of a program
  - Passport & stamps
  - **WATTSON!!**

# Website:



- Personalized Adventure Page
- Link on Adventure Listing page
- Logo and link on Adventure Sponsor Page



- Compare to:
  - Phone book - \$15-50/mo
- Bonuses
  - Build reputation of being family and community oriented
  - Seen frequently and repeatedly as people look for Adventures
  - Create or increase web presence

# Networking with other Businesses:



- Adventure Sponsors Group
- Adventure Collaborations



- **Compare to:**
  - BNI - \$800/yr
  - Connect Utah
    - \$12-\$15/mtg
- **MyDD! Bonuses:**
  - Online
  - Flexible schedule
  - No requirements
  - National



# 2019 Family Vacation Giveaways!



- You get to give away a trip to your clients
- My Discovery Destination! provides the trip
- MASSIVE marketing funnel
- Referrals from other businesses



- **Compare to:**

- Marketing Funnels (\$varies)
- Giveaways (\$varies)

- **Bonuses**

- **Built-in** referrals from each other
- Grand-daddy Giveaway of them all!
- Build reputation of being family- and community-oriented

# Business Tools:

- Premium on-line meeting room
  - Includes document sharing capabilities
  - Record your own meetings like this
- Access to a variety of business tools
- Whiteboard animation intro
- Variety of business trainings



- Compare to:
  - Cost of the materials you have access to (\$1,400+/yr)
  - Whiteboard animation (\$500)
  - Trainings (\$1,000s)
- Bonuses
  - Avoid paying for tools you only use occasionally



# How much time does it take?



## What **YOU** do-

- Post your #TuesdayTRENDS
- Spend 3-5 min/day in the group
- Host an 'Adventure' - whatever format works for you
  - Event
  - Out and About
  - Home-based
- Choose which events and booths you participate in

## What **WE** do-

- Spotlight your business
- Keep the FB group active
- Maintain the website
- Coordinate events
- Provide booth opportunities
- Maintain Adventure Sponsor Networking & Education group
- Develop collaborations
  - How good are we at this? **GREAT!**



# My Discovery Destination!

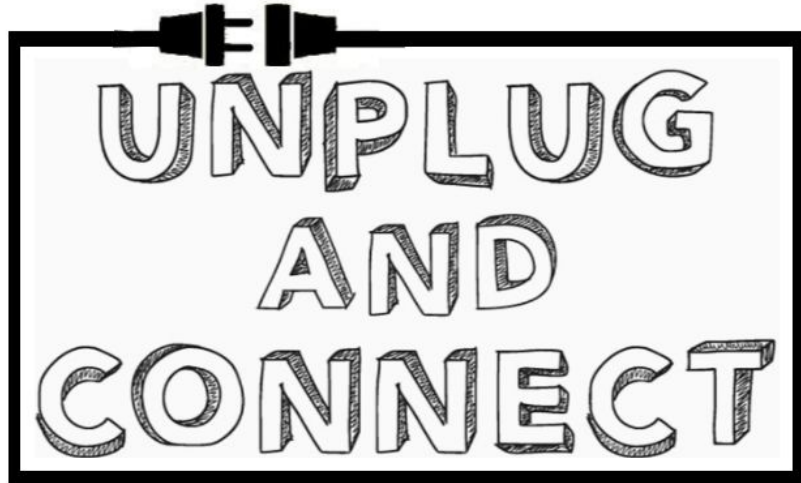
## Partners & Collaborations

- **Definition of Collaboration:**

Cooperative arrangement in which two or more parties (which may or may not have any previous relationship) work jointly towards a common goal for the benefit and growth of both parties.

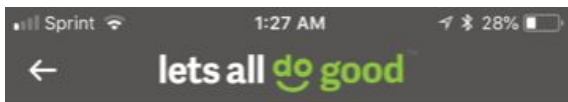
# Unplug and Connect

A community-wide suicide prevention initiative



- Help families develop a media plan
- Teach kids how to use social media responsibly
- Teach kids social skills and career readiness skills, preparing your future workforce and customer base

- **Parent Nights/Family Night**
  - Education about the brain & media use
  - Event Sponsorships
- **Follow-up Program**
  - Focus on Family Stabilization
  - Built on the slight edge principle
  - Delivered in bite size pieces
  - Daily challenges to develop habits
  - Accountability and Rewards
  - Access to Experts
  - Where people are hanging out
  - Follow-up events
  - YOU can be Incentive Sponsors



Woodruff Elementary PTA

Proudly Sponsored By Wattson and...



Welcome Woodruff Elementary!

Welcome Woodruff Elementary families! With this app you will be able to stay current on school events and news. You will also be able to get information a...

more

Proudly Sponsored By

View All



Wattson and...

My Discovery Destination!

Create & Capture Memories



Logan,  
UT, USA

# Let's All Do Good



- App provided free to all schools
- My Discovery Destination! providing the sponsoring capability also at no cost
- ...and providing more options for parents
- Parents can access their school, MyDD!, Unplug and Connect program and favorite non-profits all on one app
- LADG is building a membership toolbox for Utah PTA and other state PTAs/PTOs
- Sponsor school events & announcements

# Bear River Health Department & Parents Empowered



- Summer Passport Program
  - Passports
  - Puzzle piece shaped stamps
- 3 Major Events
  - Fun Park wrapped
  - Logan Aquatic Center wrapped
  - Zootah! wrapped

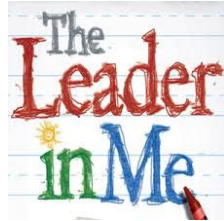
# Miss Mo Storyteller



*Miss Mo*  
Storyteller

- Writing and recording original stories featuring My Discovery Destination! Adventure Sponsors.
  - **YOU** can be **THE STAR!!**
- LIVE Miss Mo storytelling events
- Sponsor Miss Mo Stories

# Other Partners & Collaborations



#UseTech4Good

- Utah PTA
- Major Events:
  - Cache Airfest in June
  - Touch a Truck
  - Tour of Utah
  - Cruise In (car shows) & County Fairs
- Programs
  - Franklin Covey's Leader in Me
  - One Revolution Resilience Program
  - A Reason to Stand
  - #UseTech4Good
  - Willy Nilly Stories
  - ..... and MORE!



# What is the investment?



- **Cost**

- \$500 per session
  - School year
  - Summer
- \$800 for a full year

- **#TuesdayTRENDS**

- A discount, coupon or 'extra' that is not available anywhere else

- **Adventure**

- Minimum of 1 event per session in whatever format works for your business and your schedule



# Why start NOW versus waiting?



- **Reserve the spot for your business**
  - Exclusivity - 1 business per industry
    - First-come, first-serve as long as they are both a good fit
- **Become a Founding Adventure Sponsor**
  - Early adopters will ALWAYS receive greater benefits
  - Discounts and priority status forEVER!
- **Greater value the sooner you start**
  - The session costs are the same whether you start at the beginning or in the middle



**How can these diversified marketing efforts  
and increased exposure boost your sales?**

**Let's Get Started!!**

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