

The Tullamore Treasure Map

Synopsis:

A Treasure Map which will be inserted into all 13,000 copies of Offaly Independent, with a further 2000 printed spare for collection in their office.

The front of the map will be a trail marked with all the participating Tullamore Chamber retailers/ members as well as a series of questions and clues printed on reverse.

Readers will be required to visit a minimum of 20 of the proposed 35-40 participating retailers, marked on the map. Here, they will find the clue to enable them to answer the question pertaining to that particular retailer, or gain a custom stamp. The clue can be immediately evident once they walk into the store, thus avoiding each retailer having to answer endless questions, or there could be an ice-breaking, off-beat type question they have to ask.

Once they have achieved all the stamps or answers needed, they will bring the map into the Offaly Independent office to enter into the draw. All the completed entries are then entered into a prize draw. First prize has been confirmed of €1000 worth of Quids Vouchers, plus a second prize of €500 worth of Quids Vouchers kindly sponsored by the Tullamore Credit Union, followed by 20 or so vouchers sponsored by some of the participating Chamber members.

The Offaly Independent will run a teaser advert/article in two issues prior to the map being distributed, plus a follow up article announcing the winner, giving approximately 4 weeks of exposure.

WIN WIN for the Offaly Independent, the Chamber, and any potential sponsor - The retailers see increased footfall and the paper gets revenue from the insert (paid for by the Chamber) as well as a circulation booster. Plus it is envisioned that this would become an annual or bi-annual event in the town, with the inaugural map running this October during the Halloween break.

Cost:

Cost of entry for each participating business is €100 for Chamber members and €150 for non-members. Places are going fast.

I would like to be included in the above promotion, and provide the following information to for the purposes of the competition:

Business Name: _____

Business Address: _____

Unique Question _____

(eg. What is the John's first pet's name? or, What is Peter most afraid of... etc)

Would you like to sponsor a Spot Prize? Yes No

Are you a Chamber Member? Yes No

Only completed entries accompanied by the relevant fee guarantee a place, places are limited.