

Partner With The Poké-Hunt: A Greater Salt Lake Scavenger Hunt

A unique opportunity to drive hyper-targeted, highly-engaged family foot traffic directly into your storefront.

About the Event

We invite local businesses to participate as "Gym Locations" or checkpoints for a themed scavenger hunt designed to drive family foot traffic into physical storefronts throughout the Salt Lake Valley.

The event prioritizes engagement over speed, fostering a safe environment where parents and children solve puzzles and complete creative challenges without the pressure of a ticking clock. Ultimately, the Event aims to build mutually beneficial relationships by connecting niche local retailers with a highly-targeted demographic of gaming and pop-culture enthusiasts.

Why Partner With Us?

Prospective Partners can choose between low-effort hosting or designing interactive brand challenges, such as trivia or social media tasks, that educate customers about their products.

The Benefits for Your Business:

- **Guaranteed Foot Traffic:** Dozens of participating families are routed directly to your physical storefront on Game Days.
- **Involvement Options:** Self decided level of involvement with Creative solutions and negotiating.
- **Hyper-Targeted Demographic:** Our participants are local parents (ages 30-50) with children (ages 8-15) who already have an active interest in gaming, pop culture, and family recreation.

Choose Your Level of Participation

A. "Supply Cache" Hosts: Minimal effort.

Locations distribute our pre-printed Clue Cards and Envelopes to teams competing in Greater Salt Lake Scavenger Hunt; Teams will be allowed by collaborators to solve clues at your location if they choose for a reasonable amount of time.

B. Challenge Hosts: Curate unique and challenging puzzles or experiences for teams that engage interest in brand, product or services. Some ideas include but are not limited to:

Option 1: The "In-Store Explorer"

Collaborative design of custom on-theme or brand relevant puzzles and challenges that require participants to explore locations and educate on products or services.

- *Example:* "A fire breathing furry holds your next clue. Find him in a cage to get what is due." Our aim is to be clever and challenging but not difficult.
- *Benefit:* Gets families walking through your aisles and looking at your inventory.

Option 2: The "Social Media Bounty"

Participants are required to take a specific, creative photo inside or outside of locations and post/tag your business to receive their next clue.

- *Example:* "Take a team photo flexing like superheroes in front of our comic book wall and tag @YourStoreName to get your next clue."
- *Benefit:* Free, organic social media marketing from local families and teams.

Option 3: The "Store Trivia" Challenge

Puzzles or Trivia that teams must solve about brand services or featured products that participants must solve.

- *Example:* "Look at the menu board. What year was our famous Snickerdoodle cookie first baked? The answer is the passcode for your next location."
- *Benefit:* Educates the community about your brand history or flagship products.

The Golden Rules of Collaboration

Mutually Beneficial Partnerships

Brand Awareness & Social Media Reach: Because we can incorporate your branding, products, or storefront into challenges and puzzles to award points we are looking for local partnerships to host location clues and help promote the event ahead of Registration Day which is May 1st.

Creative Freedom: Designing how participants engage with your brand is relatively flexible; To ensure an equitable, fair and fun event for all teams and collaborators, any custom challenges created should adhere to the following guidelines:

1. **Safety First:** We emphasize safety at all times! The safety of Everyone Involved or not involved in our Game is of significant concern; as such any element that creates a hazard to Participants or the Public has been carefully removed from Game Mechanics.
2. **NO Time-Based Challenges:** Speed or time is never a factor. Challenges are engaging and stimulating and never involve elements that require teams to rush, run, or compete against a clock.
3. **Challenging, but Not Impossible:** Puzzles are aimed to be clever and engaging, not difficult and confusing. They are reasonably easy to solve by a team of parents and children working together. A help line will be in place to guide you to answers for locations if need be.
4. **The "Remand" Rule:** If a family is truly stuck on your puzzle after a pre-determined allotted time, we ask that your staff kindly "remand" (hand over) the clue so team don't get discouraged or quit.
5. **Fair Blind Distribution:** Prizes/Loot are rewarded blindly upon completion of challenges; ensuring that higher value Cached Loot are distributed randomly regardless of the order in which participants arrive or complete tasks.

6. **Speed Based Distribution:** No Reward, Prize/Loot etc. distributed for completion of game quests or challenges may be awarded or distributed based on first to arrive scenarios.
7. **Collaboration Approval Deadline:** Collaborators must apply by April 23rd for hosting and completed a Commitment of Participation form by April 30th. Acceptance as a Game Location will be communicated as the route created and finalized on or before May 7th; at which time, approved locations may begin to coordinate their as outlined in their commitment of participation.
8. **Challenge Approval Deadline:** To ensure we can print our master clue sheets and verify coordinates, all partner challenges and puzzles must be submitted to our Gamemasters for final approval **no later than 5 days prior to Game Day.**

Collaboration of Value

We intend to distribute a prize to most, if not all, contestants, over the course of the event. Every cooperating location will have Loot/Pokémon Cards or Merchandise of varying values to reward participants within a sealed container for distribution;

- Containers include but are not limited to (Envelopes, Boxes, Packaging, Wrapping Paper etc..).
- Prizes/Loot would consist of common items or cards and a few uncommon and rare items which are awarded to teams after successful completion of Challenges or Puzzles.
- Because our priority is to keep contestants/participants safe, we are emphatic that no reward is based on first to arrive scenarios; as such prizes/loot that are awarded as a result of completion of a game quest or challenge require that they are distributed with certain guidelines
 - All items are distributed in a sealed container and cannot be visually recognizeable through or by the container in which it is sealed;
 - Containers should be identical to avoid confusion of the rule but certain exceptions within reason will be considered.

Future Collaboration

This is an initial event adhering to the Pokémon Theme with other themed events in the works. A successful collaboration can only be beneficial for participants and as such we welcome ideas and suggestions beyond the scope of what has been thus far mentioned and look forward to discussing any aspect of this Event that you may need clarification or knowledge on.

Local Partnerships

We prefer to work with locally owned businesses and locations who have goals and interests that align with our themes and participants interests ; through this consideration our local businesses receive direct engagement with their target audiences enabling them to create lasting impressions.

Next Steps

Would you like to be a destination on this one of a kind Salt Lake City family adventure?

RSVP to be contacted and considered.