



Explore Campaign 2025 Toolkit

Campaign Overview

Let's make this the ultimate year of travel!

Explore is an exciting campaign designed to highlight Union Plus's exclusive travel benefits for union members and their families.

Union Plus invites members to embrace new adventures and make the most of their travel experiences with special savings and discounts on hotels, car rentals, vacation tours and more.

At Union Plus, we're not just about savings—we're about making travel easier, more accessible and more rewarding for union families. Our exclusive benefits help members travel smarter, stress less and enjoy every journey to the fullest.

Campaign Details

WHAT

- **Union Plus Travel Benefits Awareness** — Encourage your members to learn about exclusive travel benefits with Union Plus. Share our exciting Explore campaign on social media and through email for them to learn more via our travel partner pages.
- **Explore Sweepstakes** — Union members can enter three different Sweepstakes for a chance to win cash prizes and trips!

- **Explore Social Challenges** — Union members and their families have an exciting opportunity to win cash prizes during social media challenges, hosted on the @UnionPlus Instagram account.

WHO

- Union members and retired members of any union that participates in a Union Plus Travel program.

WHEN

- **Union Plus Travel Promotion:** March through December 2025.
- **Explore Sweepstakes (3):**
 - 1. The Union Plus “Explore America’s Iconic Beaches” Sweepstakes **(DONE)**
 - March 18 - April 18
 - 2. The Union Plus “Explore Iconic American Cities” Sweepstakes **(DONE)**
 - May 6 - June 6
 - 3. The Union Plus “Explore America the Beautiful” Sweepstakes **(ACTIVE)**
 - November 10 - December 17
- **Explore Social Challenges (4):**
 - 1. Explore America’s Great Highways + Byways **(DONE)**
 - April 21 - April 25
 - 2. Explore America’s Great Outdoors **(DONE)**
 - April 28 - May 2
 - 3. Explore the World's Iconic Islands **(DONE)**
 - October 27 - October 31
 - 4. Explore Iconic World Destinations **(DONE)**
 - November 3 - November 7

WHERE

- [Union Plus Travel Page](#)
- [Union Plus Explore Campaign Page](#)
- [@UnionPlus Instagram Account](#)
- [@UnionPlus Facebook Account](#)

EXPLORE AMERICA THE BEAUTIFUL SWEEPSTAKES

Email Content

Email #1 — The Union Plus “Explore America the Beautiful” Sweepstakes: Intro

1. Subject line options:

- Enter the “Union Plus Explore America the Beautiful” Sweepstakes!
- Your Chance to Win \$5K and a trip for two to Miami!

2. Email header text: Your Dream Vacation Awaits...

3. Email subheader text: Where Would You Go?

4. Call to action: Enter the Sweepstakes!

5. Link: <https://unionplus.click/x25e>

6. Email body copy:

Our friends at Union Plus want to send you and a friend to the iconically beautiful city of Miami with **\$5,000 cash** in your pocket!

Enter the **Union Plus Explore America the Beautiful Sweepstakes** for your shot at the prize.

Imagine the ocean breeze, the food, the music, the vibe, and trading your work shoes for flip-flops — all because being union has its perks.

Union Plus is all about giving union members more — from travel deals to everyday savings that make life a little easier (and more fun).

Don't miss out — enter today for your chance to win big and head south in style!

ENTER TODAY: <https://unionplus.click/x25e>

NO PURCHASE NECESSARY. U.S. residents; 18+. Sweepstakes not open to general public. Ends 12/17/25. For Official Rules, visit unionplus.org/explore. Void where prohibited. Sponsor: Union Privilege.

Email #2 — The Union Plus “Explore America the Beautiful” Sweepstakes: Reminder

1. Subject line options:

- Have You Entered the “Union Plus Explore America the Beautiful” Sweepstakes?
- You + \$5K + Miami = What’s the plan?

2. Email header text: FINAL SWEEPSTAKES DEADLINE: 12/17

3. Email subheader text: Enter for your chance to win BIG!

4. Call to action: Enter Now

5. Link: <https://unionplus.click/x25e>

6. Email body copy:

Don’t let this one slip away!

Union Plus wants to send one lucky union member (and a guest!) to **Miami** — with **\$5,000 cash** to spend however you please.

If you haven’t entered the **Union Plus Explore America the Beautiful Sweepstakes** yet, now’s the time.

This is your chance to swap your work shoes for flip-flops and take in the ocean breeze, warm sand, and fantastic food of magnificent Miami!

Union Plus has your back with tons of exclusive benefits including travel savings curated just to make life better for union members and their families.

The deadline’s coming fast — enter now for your shot at the \$5,000 Miami getaway!

ENTER TODAY! <https://unionplus.click/x25e>

NO PURCHASE NECESSARY. U.S. residents; 18+. Sweepstakes not open to general public. Ends 12/17/25. For Official Rules, visit unionplus.org/explore. Void where prohibited. Sponsor: Union Privilege.

Social Media Content

Post #1 — Facebook/Instagram — The Union Plus “Explore America the Beautiful” Sweepstakes: Intro

Our friends at Union Plus are hosting the Union Plus “Explore America the Beautiful” Sweepstakes and giving one lucky winner \$5,000 cash + VIP a trip for two to sun-soaked Miami! 🌴 Beach breeze, palm trees, AND a \$5K prize? Sound like your kind of getaway? Enter TODAY! <https://unionplus.click/x25s>

No Purch Nec. See Rules at unionplus.org/explore. Ends 12/17/25.

Post #2 — X / Threads / Bluesky — The Union Plus “Explore America the Beautiful” Sweepstakes: Intro

Enter the Union Plus “Explore America the Beautiful” Sweepstakes for your chance to win \$5K + a VIP trip for 2 to Miami! Enter TODAY! <https://unionplus.click/x25s>

No Purch Nec. See Rules at unionplus.org/explore. Ends 12/17/25.

Post #3 — Facebook/Instagram — The Union Plus “Explore America the Beautiful” Sweepstakes: Reminder

Have you entered the Union Plus “Explore America the Beautiful” Sweepstakes yet? ✈️ Our friends at Union Plus are giving one lucky winner a \$5,000 cash prize AND a trip for two to Miami! 🌴 You’ve earned a break and this one comes with ocean views. ENTER TODAY! <https://unionplus.click/x25s>

No Purch Nec. See Rules at unionplus.org/explore. Ends 12/17/25.

Post #4 — X / Threads / Bluesky — The Union Plus “Explore America the Beautiful” Sweepstakes: Reminder

Don't miss your chance at \$5K + a VIP trip for 2 to Miami! Enter the Union Plus "Explore America the Beautiful" Sweepstakes TODAY!

<https://unionplus.click/x25s>

No Purch Nec. See Rules at unionplus.org/explore. Ends 12/17/25.

SMS (Text Message) Content

Union Plus Explore Sweeps—your chance to win \$5K + a Miami trip. No Purch Nec. See Rules & Enter at <https://unionplus.click/x25t>. Ends 12/17/25.