



Membership Invitation

We invite you to add your name to a growing list of businesses and organizations who are part of a cooperative effort to STRENGTHEN FAMILIES and YOUTH in our community and make it a better place to live.

My Discovery Destination! is the most affordable and effective marketing program available for achieving your business goals. Becoming an Adventure Partner gives you access to utilize a wide range of tools and platforms to reach thousands of parents of youth up to 18 years old multiple times per week, and virtually whenever you want/need to. Membership benefits your business by putting you in the spotlight in a digital community where parents are checking in regularly. Our wide range of tools and marketing methods will help you create memorable experiences for your clients and will save you time and money, maximizing your results.

It will also enable you to network with other business owners, both locally and nationally. In addition, we collaborate with many organizations that focus on strengthening families. We have programs that promote STEM education, #KIDpreneurs, #UnplugandConnect and #UseTech4Good.

Best of all, for less than it costs you to participate in most other marketing options once or twice, you have access to all of these tools for a full year.

Join the effort to strengthen our community and families through meaningful adventures, and take advantage of the many benefits of being a part of this unique collaboration.

Please review the materials provided in this 'Welcome' packet. When you are ready to get started you can register at www.MyDiscoveryDestination.com/partners.

Sincerely,

**Sharilee Griffiths, Director
My Discovery Destination!**

BENEFITS of Your ANNUAL MEMBERSHIP		Premium	Basic	Limited
PEAK Experiences:				
Discovery Community Events	Unlimited		1	
Discovery Scavenger Hunts (customer retention & acquisition, staff training & more options)	2	2	0	
Photo Booth Experiences	1	1	0	
Where's Wattson	1	1	0	
Summer Passport Program Sponsorship	X	X	X	
Inclusion in the Summer Passport & personalized stamp, if applicable (deadline April 30)	X	X	Limited	
Marketing:				
BIG Wattson Welcome and 'LIVE" Introduction in the Facebook community (separate posts)	X	X	X	
Access to the Facebook community	Unlimited		Limited	
Content Marketing (educational posts) in the Facebook community	Unlimited		3	
Advertising: #TuesdayTRENDS advertisements (Unlimited, Minimum: 52)	X	X	X	
Networking: Adventure Partner Facebook community- local & national	X	X	X	
Sponsorships:				
Sponsorship of statewide initiatives (i.e. Seasons of Service and Be Awesome Online)	X	X	--	
Sponsorship in the Discovery Family Program	Limited	Limited	--	
Website:				
Logo & Link on My Discovery Destination! Partner page	Both	Both	Link	
Summer Program: Personalized Adventure Page and a link on the 'Adventures Listing' page	X	X	X	
Training and Education: Multiple training opportunities (EntreLeadership, Smart Money, etc.)	X	X	X	
Other:	X	X	X	
Cling or 'Member Tag' to display in your business	X	X	X	
Use of Marketing Tools & Programs (online rooms, scheduling tools, marketing programs, etc.)	X	X	X	
Discovery Discounts on web hosting, web design, business tools, and more	X	X	X	
Community Booth Opportunities, including shared booth, flex-time opportunities	X	X	X	
'Family Vacation Giveaway' - Develop your ideal customer profile	X	X	X	

... and MORE!!

Helping businesses
prosper and grow

Join the Collaboration today

WHAT CAN WE DO FOR YOU?

Check out the many benefits of joining the My Discovery Destination! Business collaboration.

Help strengthen families and the community, making it a better place to live by joining with other businesses to create free family fun & learning all year long.

My Discovery Destination! is the most effective way for you to achieve these goals. Being an adventure partner can benefit your business by putting you in front of your target market over and over, multiple times a day - pretty much whenever you want.

We provide multiple forms of marketing and advertising for our adventure partners, including our popular Summer Passport program. By providing adventures to keep kids minds and bodies active all summer long you can be part of the ultimate win-win-win!.

Get Involved!!

Best marketing Tool available

- Social Media Marketing
- Relationship Marketing
- Content Marketing
- Platform Marketing
- Networking Opportunities
- Involvement in the Community

**My
Discovery**
DESTINATION

Helping Families
CREATE & CAPTURE
Memories

MyDiscoveryDestination.com

What is the My Discovery Destination! Summer Passport program?

FOR FAMILIES:

My Discovery Destination! is all about *Strengthening Families* and *Building Character* through providing a variety of fun, **FREE** family 'Adventures'. We encourage kids to get out and play as they **CREATE** and **CAPTURE** Memories as a family. Our Adventures are very intentional, and are designed to be educational, build character in youth, and keep kids' minds and bodies active and learning. Because of the value we provide, we have the attention of virtually every family in a community.

FOR BUSINESSES:

By creating this space where every parent in the community is actively watching, our platform provides businesses an affordable, effective way to re-invent their marketing plan in a way that SAVES TIME and MONEY! Businesses can be seen, and engage, where their target market is looking-- online! It is a collaboration of businesses working together as a **TEAM** =

Together Everyone Achieves More!

What makes the summer session so effective?

- My Discovery Destination! gives bored kids & busy parents something to do all summer long,
- The passport provides a reward for kids by giving something tangible to collect, and
- It engages the entire community.

What makes My Discovery Destination! more than just a fun summer program for families?

My Discovery Destination! Is MORE, **MUCH MORE**:

- [Our Adventures](#) are intentional and designed to help kids develop leadership and key life skills.
- Each Adventure has [4 levels to accommodate different ages and interest](#) levels- basic, Super Achiever, Pre-K, Teen.
- There are [3 different types of Adventures](#) to accommodate the different needs of Adventure Partners and the families - Events (specific time and place), Out & About (specific location, on families schedule), and home-based.
- Multiple marketing opportunities besides the summer Adventure are available to Adventure Partners on the Adventure Team year round. This is a [comprehensive, multi-faceted marketing plan](#) (see Benefits Chart above).
- Funding from the My Discovery Destination! program supports [causes and organizations](#) that strengthen families. By **redirecting a few marketing dollars, businesses can have a HUGE, positive impact in their community!**
- My Discovery Destination! develops and sponsors a variety of it's own family programs available to our communities nationwide, including [Discovery Awards](#), [Train Trek 2019](#), [#KIDpreneurs](#), programs for [homeschoolers](#), and more.

What other marketing resources are available to Adventure Partners in addition to Summer Adventures?

- The [Facebook community](#), which provides an opportunity for relationship marketing and a forum for reaching your target audience at the right time and in the right place. (All parents in Box Elder District will be invited to the Brigham City and Tremonton communities before the last day of school).
- The [#TuesdayTRENDS](#), which is an online version of Val*Pak or Hometown values that happens weekly.
- Social media marketing, content marketing, spotlights and going 'LIVE', ads on the [app](#), and more.
- The [website](#): 3 links on the [local website](#), including your own personalized [Adventure page](#).
- [Family Vacation Giveaway](#)
- [B2B Networking](#)- collaborate with hundreds of other business owners, both locally and nationally.

What is the investment to participate? The investment is as low as \$300 (if registration is received by April 30th).

What is my membership fee used for?

Once the basic program materials and expenses are covered, 100% of your membership fee will go to support the Health Department in promoting the #ParentsEmpowered message and other causes determined by you.

How do I get started?

You can [REGISTER HERE](#)

If you have questions or need additional information please email them to Wattson@MyDiscoveryDestination.com

**By directing a few of your marketing dollars into this program
you can make a significant difference for local families!!**



Summer Passport Program FRAMEWORK

(This is an outline only. If you have another Adventure in mind that is a better fit with your business you can definitely use it rather than any of the Adventures listed here.)

*EVENT ADVENTURES:

Trains!! (150th Celebration)
 Rock Climbing
 Martial Arts
 Princess Party
 Magic Show
 Trampoline Park
 Bouncehouse
 Yoga
 Dance Studio
 Cooking Class
 Cupcake Decorating
 Music Adventure
 Art Adventure
 Bowling
 Skating
 Escape Room
 Knockerballs
 Farm Visit
 Bank Tour
 Recycle Tour

OUT & ABOUT ADVENTURES

Splash Pads
 Library
 Museums
 Local Parks
 BikeRiding
 Swimming
 Trails & hiking
 Camping
 Tennis
 Summer Service
 Scavenger hunt
 Obstacle Course
 Bird Watching
 Kite-flying
 Riding horses
 Cloud figures
 Shooting Range

HOME-BASE ADVENTURES

Science projects
 Room Makeover
 Car wash
 Backyard Barbeque
 Gardening
 Babysitter's Club
 First Aid
 Reading
 Sounds of Summer
 Sights of Summer
 Smells of Summer

***Event Adventures, and some Out & About Adventures, are available only in official communities, and only in those communities that have a sponsor for them.**