



DISCOVERY WEEKEND

EVERY WEEKEND IN AUGUST 2024



TOURISM & HOSPITALITY INDUSTRY OPERATOR PROSPECTUS

Moira and Berrigan Shire Councils are seeking amazing businesses in the hospitality and tourism industry from around Sun Country to participate in the **2024 Dollar Discovery Weekend campaign**, for all weekends in August.

Join our Dollar Discovery campaign, to showcase what your business offers, to encourage locals and visitors to experience your tourist attraction or hospitality offering on every weekend during August.

Sample offers from previous years include: \$1 Entry, \$1 Case of Wine, \$1 Devonshire Tea, \$1 Game of Golf, \$1 Masterclass, \$1 Donut when you purchase a coffee, \$1 Wine/Beverage with main meal purchase, \$1 Popcorn with cinema ticket purchase, \$1 Sausage, \$1 Upgrade – the limit is your imagination!

Over the weekends you operate as per normal with this promotion available. We ask that you record the number of visitors specific to this promotion. In 2023, over 3,000 deals were sold over the Dollar Discovery weekend across the participating businesses.

It is **FREE** to participate.

WHAT ARE THE BENEFITS TO YOUR BUSINESS?

Participating businesses will:

- Be featured on a printed and digital map, with 15,000 copies distributed across Moira Shire and Berrigan Shire
- Significant digital advertising campaign across social media geo targeting Moira Shire residents, Berrigan Shire residents and neighbouring communities
- Ability to leverage your brand on our campaign
- Listing of your business and offer(s) on our tourism website www.suncountryonthemurray.com.au for the duration of the campaign.
- Media engagement and promotion by Council
- Media launch to promote the campaign
- Access to digital marketing assets including posters and social media content
- Promotion of the weekend at all Council Service Centres and Visitor Information Centres and Points
- Radio advertising to promote the weekend.

HOW CAN YOU BE INVOLVED?

Fill in your details on the next page.

KEY DATES



31 May 2024, 12 Noon
Operator sign up closes



19 July 2024
Distribution of maps



31 May 2024
Digital campaign launch



19 July 2024
Media launch



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SIGN UP YOUR BUSINESS

This form must be completed and returned to the Moira Shire Tourism team by **12 NOON, 31 MAY 2024.**

Business Name: _____

Business Address: _____

Business Social Media Handles: _____

Email Address: _____

Phone Number: _____

Contact Person: _____

DOLLAR DEAL DETAILS

Very important these details are accurate and detailed to ensure that the visitor understands any conditions attached to the offers.

	\$1 DEAL	\$5 DEAL	\$10 DEAL
Name of Deal:			
Conditions:			

Opening hours for every weekend in August: Saturdays: _____

Sundays: _____

- I give permission to Moira and Berrigan Shire Councils to use our logo (please attach a high-quality version of your logo).
- I give permission to Moira and Berrigan Shire Councils to use the photographs provided (please email up to three photographs).

Signature: _____

Name: _____

Date: _____

Send this form, brand/ logo file and any images to info@moira.vic.gov.au with “Dollar Discovery Weekend” in the subject line. Hardcopies can be submitted at any Moira Shire Service Centre, posted to 44 Station St, Cobram VIC 3644 or at Tocumwal Visitor Information Centre, 2 Deniliquin Rd, Tocumwal NSW 2714.

If you have any questions please call the Moira Shire Tourism team on 03 5871 9222 or email info@moira.vic.gov.au

PRIVACY STATEMENT

Collection/Privacy Statement: Moira Shire Council is collecting information on this form for the administration of the Sun Country Discovery Weekend campaign. The information collected will be used for the purpose it was collected and/or a directly related purpose. Information collected may be disclosed if required by legislation. You can find out more about how we use and protect your information by viewing our Privacy Statement on our website www.moira.vic.gov.au

