



DINE STAY & PLAY UNITED

Marketing Benefits

Brochure

- Distribution to past, present and future participants and community distribution at large!

Social media highlights

- Shout Out – UWLES will highlight and promote all participants throughout the summer on our Facebook, Instagram, LinkedIn and Twitter pages.
- Will promote using our social media hashtags: #uwles #TogetherWeLIVEUNITED #DineStayPlayUnited, and can add your hashtags as well!

Joining Facebook Groups

- United Way has joined Facebook Groups to promote your business and special.
- Examples – OC Cool, OC Tourism, OceanCity.com, The Dispatch

Live Videos- Live videos are more popular than ever. LIVE showcases the energy of your venue, allowing you to engage your followers and customers in real time virtually!

- A UWLES team member will visit your establishment 1-2 times a month to promote your participating via a live social media feed (Facebook or Instagram)

On-site marketing materials

- Public Facing Posters – Program posters to display your participation around your organization
- Staff Training Posters – Posters to let your staff know what your promotion is and how the program works, and the local impact being made.
- Laminated Special Cards – Lets your guests know which item(s) you are featuring as a promotional item and your commitment to the local community.
- Window clings – Features the Dine Stay and Play United logo for customers to see.

Print & Digital

- Promotional ads through Independent News & Media publications both print & digital
- Market reach will cover Lower Shore of Maryland

Radio

- Ads will be run on 6 iHeartMedia Delmarva stations (Froggy 99.9, KISS 95.9, MAGIC 98.9, Q105, WJDY1470 News & Radio and Fox Sports Delmarva AM960.
- Ads will be run on Delmarva Public Media stations

Television

- Commercials promoting Dine Stay & Play United will run on WMDT 47 ABC throughout the summer


United Way Website


- uwles.org/DineStayPlayUnited – Customers can find a full list of the current year's participating organizations including your logo and a listing of your special(s). Logos are directly linked to your website to drive customers to each business!

Constant Contact E-Marketing

- E-blast – Over the summer United Way will promote Dine, Stay and Play United to over 15,000 community members.


MARKETING TIMELINE


 May 2nd - Deadline to enter and receive full marketing benefits

 May 30th - Official start date of program

 May 9th - Specials due to UWLES for promotional material

 September 5th- Last day of program

 May 23rd-27th Deliver promotional materials to participants

 Winter 2023 - Participant Recognition / Celebration