

# Marketing Benefits

## Rack Card

- 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 #UnitedWayBeginsWithYOU #DineStayPlayUnited, and you can add your hashtags as well!
- UWLES has created a Dine Stay Play Facebook Group for participants to utilize for promoting their business as well as for sharing updates for the program.

Scan to join  
FB Group



## Reels

- Reels are more popular than ever. Reels showcase the energy of your venue, allowing you to engage your followers and customers via a sharable and lasting medium.
- A UWLES team member will visit your establishment 1-2 times throughout the season to promote your participation through a creative and eye-catching reel on our social media feed (Facebook or Instagram).

## On-site marketing materials

- Public Facing Posters – Program posters to display your participation around your organization.
- Window clings – Features the Dine Stay and Play United logo for customers to see.

## Print & Digital

- Online Google, Facebook and Instagram Ads.
- Other Ads through local Chambers
- Full page Ad placement in OCHMRA Keycard Holder - 350,000 copies are distributed to local hotels



## 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).

## Television

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

## United Way Website

- [uwles.org/DineStayPlayUnited](http://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.

## Award

- Spirit Award given to one participant who embodies the qualities of a Dine Stay Play Champion.

## MARKETING TIMELINE

- 📌 May - Promotion items/specials due to UWLES for marketing material
- 🏠 If no specials, materials will say "a portion of proceeds benefit..."
- 📅 May 20th-24th - Deliver promotional materials to participants

- 📌 May 26th - Official start date of program
- 🏠 September 1st- Last day of program
- 📅 Spring 2026 - Participant Recognition at OCHMRA Dinner