



PUGET SOUND EXPLORER

Handbook for Explorer Campaign Partners

Here's what you'll get when you join an explorer campaign...



Explorer Campaigns are an opportunity for you to engage in some friendly "co-opetition" with neighboring sites. By working together, and making your Mission the best it can be, we can encourage families to make screen time green time!!

Teaming up to promote your Mission alongside your neighbors means more promotion making it easier for people to find out about your Mission. Plus, extra prizes means there's extra incentive to play!

[\[Check out the Explorer Campaign Webpage\]](#)

Here's what you'll get when you join the Puget Sound Explorer Campaign.

Website Feature

Your Mission (and Field Agent) will be listed on the Agents of Discovery Explorer Campaign page as a participating site. This lets players know you're part of the Campaign.



Metro Parks Tacoma
Titlow Park
Wright Park
Lincoln Park Legacies
Tacoma Nature Center
Swan Creek Park Upland
Mysteries of McKinley Park



The Explorer Campaign Google map will feature your location, marked with your logo. People will be able to click on the marker to read more about your Mission.

Website Feature (Cont.)

Your Field Agent will join the gang in the Explorer Campaign's "group photo," featured at the top of the Explorer Campaign page.



Your organization's logo will be displayed on the Explorer Campaign page.



Social Media Package

■ Promotional Social Media Post:

- We will create a promotional social media post that you can joint post with our team. You choose what platforms to use.

■ Launch Video:

- You'll be featured as part of the Explorer Campaign's Launch Video - this is your chance to make your Mission stand out to prospective players! The video will be posted on social media on the first day of the Explorer Campaign.

■ Partner Video:

- You'll also have the option to create your own fun video inviting players to your Mission, which we will share on social media.

■ Press Release:

- We'll provide a written press release for you to share with local news outlets or simply add to your website.

■ Additional Support:

- If you decide to offer a special event or feature during the Explorer Campaign, we will promote it on our social media platforms. You can also request more general support with social media promotion.
- You will also be provided with support with social media promotion and Mission development.



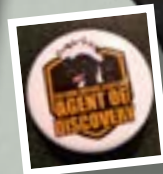
Posters



We will send you a cool customized digital poster that you can use at your location highlighting the Explorer Campaign and Missions in your area!

Prizes

- Order exclusive badges specific to your Explorer Campaign that you can give to players who complete your Mission.
- Your players will have a chance to win a grand prize offered as part of the Explorer Campaign. (The type of prize varies with each Explorer Campaign.)



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