



PARTNER TOOLKIT

February 2021

MUNCHO LAKE | Northern BC Tourism/Andrew Strain



CONTEST DETAILS

WHAT IS THE SHARE YOUR LOVE FOR BC CONTEST?

Destination BC is hosting a contest encouraging BC residents to share what they love most about BC via ShareYourLoveForBC.com. 10 lucky BC residents will be randomly drawn from the contest submissions to win \$500 in gift cards or vouchers to spend at up to 3 local businesses in their own community. Winners will be announced in April.

CONTEST DETAILS:

Market: BC residents aged 19+

Contest Period: February 22–March 26, 2021

Contest Entry Page*: ShareYourLoveForBC.com

*Contest rules and regulations available via contest entry page.



WHY WE'RE DOING THIS

BC is an amazing place. When you listen to people talk about BC—why they haven't left or what brought them here, there's a consistent theme: **our people love this province.** From the nature at our doorstep, to the people, the experiences and the places we love, we all feel lucky to live here (especially lately).

And right now, people could use a little reminder of that. By sharing all of the things that make British Columbia so spectacular, **we want to bolster the spirits of BC residents and renew our pride of place.** As we remain in a time of uncertainty surrounding travel, this will keep the magic of BC top of mind for the future.





HOW TO HELP SHARE THIS CONTEST

1. SUGGESTED CHANNELS

- Social Media
- Your Website
- Email

2. SUGGESTED MESSAGING

Share your love for BC and you could win \$500 in gift cards and vouchers from Destination BC to spend at local businesses in your community, to help stay local and support local. See contest rules and enter at ShareYourLoveForBC.com.

Note: We encourage you to tailor the messaging to your own community or sector to rally your community or sector's pride of place.

Example: *Share the love for <your community/sector> and you could win \$500 in gift cards and vouchers from Destination BC to spend at local businesses in your community, to help stay local and support local. See contest rules and enter at ShareYourLoveForBC.com.*



TIP Be sure to tag @HelloBC when sharing this on social media!



3. SUGGESTED IMAGERY

Use one of our premade contest images.



OR create your own promotional image with our contest badge.



TIP You can add the contest badge to your own image using [Canva.com](https://www.canva.com) —it's free and easy to use.



4. FOLLOW US ON SOCIAL MEDIA AND SHARE OUR CONTEST CONTENT

We'll be sharing contest submission photos and stories on our social media channels throughout the contest period. Share our contest content, tag us, and help us share the love for BC!



Facebook: facebook.com/HelloBC



Instagram: instagram.com/HelloBC



Twitter: twitter.com/HelloBC

5. SHARE YOUR OWN STORIES!

Every corner of BC offers something meaningful for the people who call it home—and that includes those of us who work in BC's tourism industry. Whether it's the abundance of culinary delights at your doorstep, the rejuvenating scent of sea air on your morning walk, or the rush of adrenaline you feel as your skis cut through fresh powder, we want to capture all of the voices and unique perspectives from around our province. ***What do YOU love most about BC?*** Share your own stories when you share the contest and together, we can share the love for BC.

Although partners *are not eligible* to enter the contest, we appreciate your support and help in sharing the contest with BC residents.