GROW YOUR SPORTS BUSINESS WITH TWO NEW SPORTS CO-OP PROGRAMS

Deadline to sign up is June 25, 2021

Explore Minnesota announces two new co-op programs to help DMO’s grow their sports business. These co-op programs will provide tools to help the sports industry find and bid on future sporting events. These co-op programs are only available to non-profit DMO’s. The deadline to sign up for these two new programs is June 25, 2021.

SCOUT:
Scout empowers destinations with a two-way “matchmaking” platform driven by data and technology. Your organization will have access to one of the industry’s largest searchable event databases with numerous filters, including, but not limited to, event date, facility type, total room nights, and desired geographic region. Organizations can identify precise matches that fit their needs, increasing the efficiency and effectiveness of the event hosting process. Scout is an affordable and efficient tool to use in attracting events to your destination.

Your annual “Scout” subscription will include the following:

• Subscription to destination analysis summarizing the organization’s score across four areas of measurement: 1) Facilities, 2) Destination Strength, 3) Organizational Structure, 4) Events.
• Data and technology drive Scout’s two-way matchmaking platform.
• Access to the annual “HUDDLE UP” trade show.
• Access to monthly rights holder webinar
• Economic Impact calculator, connectivity to the major CRM systems (in development)

Rate: $1,500
Savings: 60%

Contact: Jon Schmieder | Huddle Up Group, LLC | 602.369.6955
Jon@HuddleUpGroup.com | HuddleUpGroup.com

PLAYEASY - IN PARTNERSHIP WITH SPORTS ETA:
Playeasy is the largest online sports tourism networking platform in the country (450+ destinations, 325+ event organizers, 13,000+ venues), and empowers DMO’s to digitally showcase your destination and venues with stunning online profiles, generate hot leads more efficiently with automated event matchmaking, and expand your network with the ability to search, follow, message and post to event organizers. As an added benefit, our team will completely set up each destination within 48 hours of joining, and we’ve done most of the work already. Here is a link to the Minnesota Destination Marketplace so you can see how everything looks: playeasy.com/marketplaces/regions/midwest/destinations

Your organization will have access to Playeasy’s “Gold” tier, which is our highest level of functionality, and includes:

• Gold level destination profile, unlimited Gold facility profiles and highest marketplace listings
• Unlimited online messaging to receive inbound requests and chat with event organizers 1:1
• All Access to RFP’s and Event Organizers
• Event Matchmaking and Hot Leads that automatically alert you and organized on your “Hot Leads” page when your destination matches with an RFP
• Post to event organizers (advertise your availability, announcements, new venues, etc.)
• Analytics on who has viewed your profile, who has followed you, and how you compare to the rest of the network
• Event Portfolio (market the events your destination has run)
• 360 tours directly on your Playeasy profiles through our partnership with Threshold 360
• Embed your Playeasy profile directly on your website
• Playeasy & Sports ETA joint Event Organizer Webinars
• Featured article on your destination marketed across the Playeasy and Sports ETA networks
• Access to Playeasy & Sports ETA joint marketing and advertising packages
• Indexed on Google Search and Google Maps so your destination ranks higher on Google
• White Glove Service - We do all the onboarding work for you, including creation and professionally designing your destination and facility profiles and will have you fully set-up in days.

Rate: $1,500
Discount: 70%

Contact: Sean Flaherty | Playeasy | (513) 600-9695
sflaherty@playeasy.com | playeasy.com