EXPLORE MINNESOTA & GOPHER SPORTS
2020 PARTNERSHIP SOCIAL CAMPAIGN
PARTNERSHIP SOCIAL CAMPAIGN

Gopher Sports provided Explore Minnesota with a 2-week social campaign, April 13-26, as one of the deliverables within the 2020-21 partnership agreement. The “FIND YOUR TRUE NORTH SWEEPSTAKES” was a fun, interactive BuzzFeed-type personality quiz created by Gopher Sports that included Minnesota themed questions and answers relating to activities, attractions, food and Gopher players.

The goals of the campaign was to encourage the Minnesota proud Gopher fans to start dreaming about and/or planning their next True North Minnesota adventure while also increasing brand awareness, website visits and e-newsletter subscriptions. 5 Minnesota destinations were featured with the quiz results including Roseau, Fergus Falls, Grand Marais, Waconia & Winona. The Sweepstakes winner was selected via a random drawing by Gopher Sports and received 2 - 2020 Gopher Football season tickets ($1,000 value) and an Explore Minnesota Swag Bag.

Reach: 239,802
Impressions: 468,105
Engagements: 8,279
Engagement Rate: 3.45% (avg. 2-4%)
Link Clicks: 4,564

Click-Through Rate: 1.90% (avg. 1%)
Page Visits: 3,376
Entries: 1,248
Conversion Rate: 36.97%
Explore MN TRAVEL E-NEW opt-ins: 776
MINNESOTA GOPHERS SOCIAL POSTS

Monday 4/13 @ 7:00 PM CT

- **Text:** What’s your true north, #Gophers? @ExploreMinnesota, a proud sponsor of Gopher Athletics, wants to give a lucky fan a pair of 2020 Football Season tickets for taking the Find Your True North personality quiz. Take the quiz here for a chance to win: [https://bit.ly/FindYourTrueNorth](https://bit.ly/FindYourTrueNorth) #OnlyinMN

Monday 4/20 @ 6:00 PM CT

- **Text:** #Gophers! @ExploreMinnesota, a proud sponsor of Gopher Athletics, wants to give you two 2020 Football Season tickets for taking the Find Your True North personality quiz. Take the quiz here for a chance to win: [https://bit.ly/FindYourTrueNorth](https://bit.ly/FindYourTrueNorth) #OnlyinMN
MINNESOTA GOPHERS SOCIAL POSTS

Tell us which @GopherHockey player you’d want to have dinner with and @exploreminn will tell you where you belong in Minnesota.

Find your True North: z.umn.edu/5gc7
Hey Minnesota Gopher Fans!
Are you dreaming about your next Minnesota adventure?
Take this quiz to Find Your True North and for a chance to win 2020 Gopher Football season tickets!

#OnlyinMN #Gophers
Where do you like to find adventure in Minnesota?

- **At the Lake**
  - Bluefin on Gulf Lake / Paul Viscanti

- **Forests-Parks**
  - RV Camping at Big Dog State Recreation Area, Wascana

- **On the Trails**
  - Bike Ride Sites Around the Lake / Meet Minneapolis

- **North Shore**
  - Hiking at Grand Marais / Julian DeCharme (Photography)

- **Theaters**
  - Sheldon Theater, Red Wing / A.U. Cultural Group

- **Festivals**
  - Marden County Fair, Roea / Roea CBC

- **Breweries/Wineries**
  - Tour of August Schell Brewery, New Ulm

- **Concerts**
  - Riverfest Concert, Thief River Falls, Vird Thi! Auto Calls

- **Golf Course**
  - Wild Marsh Golf Course, Buffalo / Buffalo Area Chamber of Commerce
What's one of your favorite Minnesota summer activities?

- **Hiking**
  - (Hiking in Fly / Biker DeCharme Photography)

- **Biking**
  - (Mountain Biking at Crowe Country / State Recreational Area / Arrowhead)

- **Paddling**
  - (River Kayaking, McGregor / McGregor Chamber of Commerce)

- **Boating/Sailing**
  - (Sailing on Lake Pepin, Lake City / Roy Soto)

- **Golfing**
  - (Sugarbush Golf Course, Grand Rapids)

- **Fishing**
  - (Fishing on Lake, Margaret Lake Shore / Paul Vieren)

- **Shopping**
  - (Historic 3rd Street, Shopping, Rochester)

- **ATVing**
  - (ATVing in Thief River Falls / Arctic Cat Inc.)

- **Patio Dining**
  - (Blinde Air Flight House, Thief River Falls / Dale Busman)
If you could have dinner with one Gopher men's hockey player, who would it be?

- Doug Woog
- John Pohl
- Neal Broten
- Nate Schmidt
- John Mayesich
Who are you playing one on one with?

- Lindsay Whalen
- Daniel Oturu
- Rick Rickert
- Rachel Banham
- Al Nolen
Which Minnesota celebrity is your favorite?

- Bob Dylan
- Adam Thielen
- Judy Garland
- Dave Winfield
What Minnesota food are you?

Juicy Lucy

SPAM

Catch of the Day

Holdish

Wild Rice
How do you respond when you accidentally bump into someone?

- Ope
- Sorry
- Hey Jim!
Complete this form to get your result and be entered to for a chance to win the grand prize!

First Name

Last Name

Email

Phone

- I am at least 18 years old and agree to the Official Rules.
- Yes, I would like to receive the Explore Minnesota TRAVEL e-newsletter.
- Yes, I would like to receive additional information from Minnesota Athletics and Learfield IMG College.

CONTINUE
5 TRUE NORTH DESTINATIONS WERE FEATURED WITH THE QUIZ RESULTS:

WINONA (Southern)
WACONIA (Minneapolis-St. Paul)
FERGUS FALLS (Central)
ROSEAU (Northwest)
GRAND MARAIS (Northeast)
Thank you for participating! You have just entered the Find Your True North Sweepstakes for a chance to win Gopher Football Season Tickets. Good luck! You can Find Your True North In...

**Fergus Falls, MN**

Enjoy lakes, antique shops, performing arts and our natural beauty. Find Us, Lose Yourself! Arts, history, recreation and 1,046 lakes (in the county) are waiting for you. Biking, fishing, hunting, boating, birding and more – whether you want to get out and participate or just observe, Fergus Falls is a great fit for what you desire in a vacation destination. The Prairie Wetlands Learning Center offers 325 acres of native and restored tallgrass prairie and 28 wetlands. Arts & History – A Center for the Arts is a beautiful, restored vaudeville theater. Live entertainment and films provide fabulous entertainment all year round. The Otter Tail County museum offers an intriguing annual rotating exhibit as well as an ongoing perspective of early life in our area. The Red Horse Ranch Arena hosts the annual PRCA rodeo in their beautiful setting and an occasional BMX motocross race, car races at the I-94 Speedway.

(otto the Otter, Fergus Falls / @ariiims12)

Click [here](#) to plan your True North adventure to Fergus Falls, MN

Linked to the ExploreMinnesota.com Visit Fergus Falls listing
Thank you for participating! You have just entered the Find Your True North Sweepstakes for a chance to win Gopher Football Season Tickets. Good Luck! You can Find Your True North in...

**Waconia, MN**

Visit Waconia! With our beautiful Lake Waconia, friendly people, great restaurants, new ice arena, quality shopping in our beautiful downtown and on Hwy 5, there are endless ways to spend a day. As the largest lake in Carver County and the second largest in the Twin Cities seven county metropolitan area, Lake Waconia boasts many year round activities; sailing, boating, fishing, water skiing and swimming, just to name a few. In the spring, the wide-open waters and seasonal winds call wind surfers, sailboarders and sailors from miles around.
Winona, The Island City on the Mississippi River! Still nearly surrounded by water, life in this historic city centers on the river. If you like magnificent views of our river valley, head to Garvin Heights Overlook. Because the Mississippi brought great wealth to Winona early, its commercial and residential buildings are of an opulent style not common in Minnesota. Writers have called Winona the “Stained Glass Capital of the United States!” There are over 100 sites on the National Register in Historic downtown Winona. The Winona area is central to five state parks (Minnesota-3, Wisconsin-2), and two national wildlife and fish refuges: Upper Mississippi River National Wildlife and Fish Refuge and Trempealeau National Refuge. Recreation includes great golfing at 3 courses plus area courses nearby, many scenic bike routes and the fishing is excellent. Festivals and events include Frozen River Film Festival, Great Dakota Gathering and Homecoming, Steamboat Days, Great River Shakespeare Festival, Minnesota Beethoven Festival, Swan Watch Weekends, and more.
Thank you for participating! You have just entered the Find Your True North Sweepstakes for a chance to win Gopher Football Season Tickets. Good Luck! You can Find Your True North in...

Roseau, MN

Click here to plan your True North adventure to Roseau, MN

Linked to the ExploreMinnesota.com Roseau CVB listing

Roseau is like no other place in the state. Visits to Roseau include a unique view into a rich heritage encompassing voyageurs, lumberjacks, Native Americans, pioneers, and Scandinavian and European homesteaders. Take an opportunity to experience nature in an area abundant with public lands and parks. Hike or ride on the endless trails throughout the region. Spot flora and fauna seen nowhere else, including: wild orchids such as the Showy Lady Slipper, moose, elk, bear, wolves, warblers, eagles, owls featuring the Great Grey Owl and others too numerous to list. Maybe you are tired of generic retail outlets. Visit unique homegrown retailers on Roseau's Main Street. Investigate historic architecture and stop in at the Roseau County Museum, one of the finest in Northern Minnesota or unwind on the Joel Goldstrand designed 18-hole championship golf course or our beautiful 33 acre park and campground located on the bank of the Roseau River.
Thank you for participating! You have just entered the Find Your True North Sweepstakes for a chance to win Gopher Football Season Tickets. Good luck! You can Find Your True North in...

Grand Marais, MN

(Grand Marais harbor from Lake Superior / Michael Hartman)

Click here to plan your True North adventure to Grand Marais, MN.

Enjoy Minnesota’s favorite scenic byway. Splashing waves, the forested Sawtooth Mountains, waterfalls and rocky cliffs all along the way invite frequent stops and exploration. Around that last curve, Grand Marais is revealed. An amazing arts culture, unmatched natural beauty, colorful restaurants, a wide range of lodging, unique shops and galleries are all harbor-side on Lake Superior. It’s an easy stroll to find and enjoy it all— besides, that’s how you catch the details. Outdoor paintings on charming signs and door panels, children’s mosaics, whimsical yard art all contribute to the sense of creativity that is everywhere. Millions of acres of wilderness and miles of trails beckon the outdoor enthusiast. This is the gateway to the BWCAW, one of America’s outdoor treasures.
THANK YOU!

If you should have any questions about the Gopher Sports partnership campaign, please contact:

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