



Explore Minnesota is inviting winter sports and rental businesses to participate with an all-new MN Winter Sports Passport running **Dec. 15 – March 15**. This is a free opportunity to the first 100 interested businesses (20 per region) to respond. Businesses to be featured on the passport will include those that offer winter sports activities and rentals such as downhill skiing, cross country skiing, snow tubing, ice skating, snowshoeing, dog sledding, ice fishing, winter biking and snowmobiling.

The goal of the passport is to encourage folks to get out and experience fun new winter adventures and create magical Minnesota memories in efforts to increase awareness and exposure of winter sports and rental businesses throughout the state resulting in increased traffic and sales. Marketing of the passport will include a paid targeted email campaign, Explore Minnesota social postings & e-newsletter inclusion and a variety of partnership media opportunities.

## HOW THE MN WINTER SPORTS PASSPORT WORKS:

- » The passport is a GPS based mobile platform that allows participants to register for their free passport and check-in at participating winter sports and rental businesses to redeem discounts.
- » Participants simply show the discount on their phone to the participating business staff to redeem the deal.
- » The passport limits each participant with one deal per location.
- » **The first 100 businesses (limited to 20 businesses per region) that reply to [glori.rantz@state.mn.us](mailto:glori.rantz@state.mn.us) and meet the requirements noted below will be included within the passport.**
- » Click [HERE](#) to view the MN Fall Passport as an example of how it works.

## MN WINTER SPORTS BUSINESS PARTICIPATION REQUIREMENTS:

- 1. Interested businesses must email Glori Rantz at [glori.rantz@state.mn.us](mailto:glori.rantz@state.mn.us) by Nov. 15 to request inclusion.**
- 2. Business must have a listing set up on [ExploreMinnesota.com](http://ExploreMinnesota.com)**
  - Please be sure to update your EMT listing content, info, photos/videos as needed. Access the [Explore Minnesota Extranet](#) here. For assistance contact our Extranet team at [tourism@state.mn.us](mailto:tourism@state.mn.us).
- 3. Businesses are required provide a deal/discount for inclusion**
  - Discounts will be available to participants that physically check-in at your business using the passport and will show their phone to your staff for redemption.
  - Discounts must be available for the duration of the campaign and may be changed at any time.
  - *Examples of discounts: BOGO, \$5 off purchase of \$10 or more, 15% off entire purchase, etc.*
- 4. Set up your free passport listing**
  - You will be provided with a link to setup up your free passport listing and deal.
  - Passport listing inclusion: business name, description, hours, address, phone, Explore Minnesota business listing URL, 1 photo and deal.
- 5. Please help support and promote the campaign beginning Dec 15**
  - Communicate to your staff about the passport and how to redeem your discount.
  - Print & display the MN Winter Sports Passport Posters at your business (*point of sale, restrooms, entryways, etc.*) See an example of the MN Fall Passport poster [HERE](#)
  - Share Explore Minnesota's MN Winter Sports Passport social posts and/or create your own.
  - More information and assets will be provided to participants prior to launch.

If you have any questions about the MN Winter Sports Passport, please contact Glori Rantz, [glori.rantz@state.mn.us](mailto:glori.rantz@state.mn.us) or 651-757-1869.