

NORTHEAST New Mexico

WHERE THE GREAT PLAINS MEET THE ROCKY MOUNTAINS

2010 COWBOY VACATION SWEEPSTAKES

Be part of the exciting **Northeast New Mexico vacation sweepstakes!** Online sweepstakes are a hot item that increase traffic to a website – and those of the participating businesses. As a sweepstakes business you'll get great web marketing on www.NEnewmexico.com, a highly targeted website about tourism in Northeast New Mexico. Your contribution will be listed on the sweepstakes page with a description (i.e., dinner for two at the historic St. James Hotel serving fine American cuisine), a value (i.e., \$100), and a website link, giving you increased awareness and added website traffic.

Your business will be part of the NENM Sweepstakes ad campaign:

- AAA Magazine ad, Oklahoma and Minnesota editions, March/April issue
- E-Newsletter promoting the sweepstakes to thousands of names in spring 2010
- News releases (online and traditional) with links to the sweepstakes page
- Radio and video possibilities to promote the sweepstakes
- New Northeast New Mexico Facebook page
- Google pay-per-click web marketing (late spring/early summer 2010)
- Link exchange on other Northern New Mexico tourism websites

Here's how the sweepstakes will be represented on NEnewmexico.com:



Newly designed NEnewmexico.com



AAA ad, Mar/Apr 2010

➔ GRAND PRIZE ➔

A COWBOY VACATION IN NORTHEAST NEW MEXICO!

Win a saddlebag full of vacation offerings from Northeast New Mexico:

One Night's Lodging for Two
at each of the hotels listed below:
(3-4 hotels, one from each community)
Listed with photo, text, link

Assorted Meals for Two along the way
Listed with photo, text, link

Excursions for Two along the way
(for example, Horseback Riding, Golf, Fishing Trip,
Victory Ranch, Salman Raspberry Farm, Wildlife Refuge,
Philmont Ranch, Whittington NRA Center)
Listed with photo, text, link

Store Gift Certificates along the way
(some cowboy related)
Listed with photo, text, link

...

Accommodations are subject to availability.
Prize is valid September 2010 through September 2011.

NO PURCHASE IS NECESSARY TO ENTER THIS SWEEPSTAKES

W E B B D E S I G N I N C
[design for print and the internet]

630 Paseo del Pueblo Sur, Suite 100 / Taos, New Mexico 87571 / ph 575.758.3447 / fax 575.758.8560



NORTHEAST New Mexico

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COWBOY VACATION SWEEPSTAKES BUSINESS PARTICIPATION



FAX form to WEBB DESIGN INC. at 575-758-8560

Business Name _____

Contact Name _____

Address _____

Phone () _____ Email _____

Website address _____

Sweepstakes contribution _____

Brief description (up to 15 words) _____

Value \$ _____

Black-out dates or conditions _____

Signature _____

Date _____

ALSO PLEASE:

- Supply a digital photo for the website (72dpi jpg).
- Send a gift certificate (by mail or email) by **February 28, 2010** to:

NORTHEAST NEW MEXICO

c/o Webb Design Inc., Attn: Mary Jane Morgan
630 Paseo del Pueblo Sur, Suite 100, Taos, NM 87571

Phone - 575.758.3447

Email - maryjane@taoswebb.com

Gift certificates should be effective from September 2010 to September 30, 2011.

- Place a link on your website's related links page to:
Northeast New Mexico (<http://nnewmexico.com>)
Tourism information about traveling throughout "The Land of the Working Cowboy."

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