



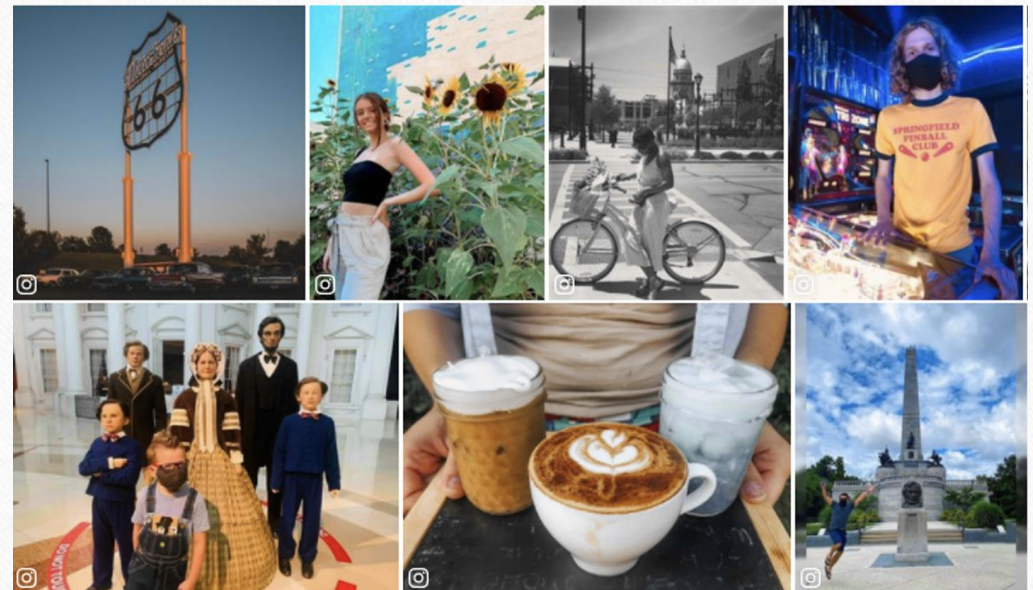
7 in 7
-COMPETITION-

SPI 7 in 7 Fall Competition!

Fall in Springfield
has never been so fun!

What is the intent with campaign?

1. Generate UGC (User Generated Content)
2. Keep Springfield locals engaged and interacting/spending money in our community
3. Promote local businesses
4. Highlight some cool, fun things to do in the fall and during the pandemic
5. Give visitors a fun way to engage while visiting





7 Categories, 7 Activities, 7 Weeks

September 8 – October 27

What is SPI 7 in 7 Competition??

It is a program intended to inspire both local residents and visitors to our city, to get out and get active! Experience every angle that Springfield has to offer.

Fall in Springfield has never been so fun!

With 7 categories, 7 activities per category and 7 weeks to compete, this is sure to be a win-win for everyone. Including sites & restaurants, shops & the outdoors, there is something for all in this

SPI 7 in 7 Competition!

How you can participate

1. Visit the Website <https://visitspringfieldillinois.com/SPI7in7Competition>
2. Download Checklist
3. Find the fun!
4. Enter to Win



TIME TO EAT

- ☐ Enjoy your fav breakfast spot
- ☐ Order from a food truck
- ☐ Grab a Signature Horseshoe
- ☐ Enjoy local candies or donuts
- ☐ Dine on an outside patio
- ☐ Buy a local coffee to share
- ☐ Get carry out and enjoy at home

SHOP LOCAL

- ☐ Order online from a local business
- ☐ Get a mum from a local nursery
- ☐ Buy a Lincoln/SPI Souvenir
- ☐ Get a vinyl at a local music shop
- ☐ Buy new or vintage home decor
- ☐ Support a minority, woman or vet owned business
- ☐ Buy produce at the Farmers Market

FUN TIME

- ☐ Play a game of Putt-Putt
- ☐ Go on a self-guided historic tour
- ☐ Selfie with World's Largest Rt 66 Sign
- ☐ Ride on the SCHEELS Ferris Wheel
- ☐ Take a trip back in time to an arcade
- ☐ Do a scavenger hunt with the Explorer Passport
- ☐ Swing your golf club on the greens

GET OUTSIDE

- ☐ Explore a new trail
- ☐ Picnic at a park
- ☐ Play a round of Disc Golf
- ☐ Stroll thru Lincoln Memorial Garden
- ☐ Go for a solo or family bike ride
- ☐ Visit a dog park with your pup
- ☐ Grab binoculars & bird watch

TAKE IN THE ARTS

- ☐ Take a pic in front of your fav mural
- ☐ Visit a local art gallery
- ☐ Learn something new & take an art class
- ☐ Wear your fav local band's t-shirt
- ☐ Find a sculpture at the Capitol Complex
- ☐ Support a local artist
- ☐ Explore a museum's collection

FALL TIME FUN

- ☐ Explore the SPI Visitors Center
- ☐ Stay at a hotel or bed & breakfast
- ☐ Explore a pumpkin patch/corn maze
- ☐ Buy a fall scented candle
- ☐ Visit a local brewery or winery
- ☐ Follow @VisitSpringfield on Facebook & Instagram
- ☐ Explore Lincoln Tomb



GIVE BACK TO SPI

- ☐ Give to your fav local nonprofits
- ☐ Donate food or school supplies
- ☐ Get your flu shot
- ☐ Share your best "Mask Up" Pic
- ☐ Give blood through a local blood drive
- ☐ Pick up litter in your neighborhood
- ☐ Volunteer through United Way of Central Illinois Get Connected

#SPI7in7



Program runs from
September 8 - October 27

Checklist

TIME TO EAT

Enjoy your fav **breakfast spot**

Order from a food truck

Grab a **Signature Horseshoe**

Enjoy local **candies** or **donuts**

Dine on an outside patio

Buy a local **coffee** to share

Get **carry out** and enjoy at home

SHOP LOCAL

Order online from a **local business**

Get a mum from a local nursery

Buy a Lincoln/SPI Souvenir

Get a vinyl at a local **music shop**

Buy new or vintage home decor

Support a minority, woman or vet owned business

Buy produce at the **Farmers Market**

FUN TIME

Play a game of Putt-Putt

Go on a self-guided historic tour

Selfie with **World's Largest Rt 66 Sign**

Ride on the **SCHEELS** Ferris Wheel

Take a trip back in time to an arcade

Do a scavenger hunt with the **Explorer Passport**

Swing your **golf** club on the greens

GET OUTSIDE

Explore a new **trail**

Picnic at a **park**

Play a round of Disc Golf

Stroll thru **Lincoln Memorial Garden**

Go for a solo or family bike ride

Visit a dog park with your pup

Grab binoculars & bird watch

TAKE IN THE ARTS

Take a pic in front of your fav **street art**

Visit a local **art gallery**

Learn something new & take an art class

Wear your fav local band's t-shirt

Find a sculpture at the Capitol Complex

Support a local artist

Explore a **museum's** collection

FALL TIME FUN

Explore the **SPI Visitors Center**

Stay at a **hotel** or **bed & breakfast**

Explore a pumpkin patch/corn maze

Buy a fall scented candle

Visit a local **brewery** or **winery**

Follow @VisitSpringfield on **Facebook** & **Instagram**

Explore **Lincoln Tomb**



GIVE BACK TO SPI

Give to your fav local nonprofits

Donate food or school supplies

Get your flu shot

Share your best "Mask Up" Pic

Give blood through a local **blood drive**

Pick up litter in your neighborhood

Volunteer through United Way of Central Illinois **Get Connected**

#SPI7in7



Find the Fun!

How can a business interact?



- Businesses can engage the program by finding categories and activities that they provide.
- Posting on their social media how participants can visit their business to compete an activity.
- 8.5 x 11 flyers are available to display in businesses.
- Help to build excitement and awareness of the campaign

Marketing Efforts by the SCVB

Rolled out to community partners: DSI, GSCC, SBCC, SSGA, Local First

Media engagement: Capitol Radio Group, Neuhoﬀ Media, Midwest Family Broadcasting, SJ-R, Illinois Times, WICS Marketplace & American Road Magazine

Social posts & boosts throughout campaign: Targeting Springfield and a geographic area up to 2 hours from Springfield.

Incorporating Hotel Promos: The Stay2Get1 hotel promo and new Fall Hotel promo into attracting visitors to stay overnight.

Website: Created a landing page on our website specifically for SPI 7 in 7

Launching LIVE on September 8

