



DOWNTOWN FIRST INSTAGRAM SCAVENGER HUNT

APRIL 18 – 21, 2019

*** SEE NEXT PAGE FOR COMPLETE INSTRUCTIONS AND RULES! ***

ENTIRE TEAM PROMPTS – EACH WORTH 1 POINT (**PLUS:** +1 point per prompt if photo is taken from *inside a business*.)

Use the check boxes we've provided on the left to self-track your points!

| POSTED | IN A BIZ | PROMPT |
|--------|----------|--|
| | | Entire team pointing at something "above." #above |
| | | Entire team reading books. #reading |
| | | Entire team each holding items that match in color. #color |
| | | Entire team jumping off the ground. #jumping |
| | | Entire team eating something. #eating |
| | | Entire team interacting with something intended for children. #children |
| | | Entire team creatively posed on a park bench. #bench |
| | | Entire team sniffing something pleasant. #sniff |
| | | Entire team "winning" at something. #winning |
| | | Entire team, freestyle group shot using downtown scenery. #freestyle |

PERSON, PLACE or THING PROMPTS – EACH WORTH 1 POINT (**PLUS:** +1 point per prompt if photo is taken from *inside a business!* **AND:** +1 point if your person/place/thing is not used by anyone else in the contest!)

| POSTED | IN A BIZ | |
|--------|----------|---|
| | | Something historic. #historic |
| | | A downtown mural. #mural |
| | | A downtown sculpture. #sculpture |
| | | Something tasty to eat. #tasty |
| | | Something tasty or refreshing to drink. #drink |
| | | The funkiest piece of clothing or accessory you can find. #funky |
| | | A quiet place to relax. #relax |
| | | A nice person you don't know--aka a stranger--who <u>agrees</u> to have their photo taken and posted. (Not required to include their face if they're feeling shy.) #niceperson |
| | | Picture of merchant transaction. #transaction |
| | | A merchant window display. #window |
| | | A picture of something living. #living |
| | | An attractive merchandise display. #display |
| | | A picture of downtown at dusk or in the dark. #dark |
| | | Something framed. #framed |
| | | Interesting reading material. #material |

CONTEST ENDS AT MIDNIGHT, SUNDAY, APRIL 21.

POINTS WILL BE TALLIED AND A WINNER ANNOUNCED ON WEDNESDAY, APRIL 24.

RULES FOR EARNING POINTS:

1. Choose your team members and your *team hashtag*... and include it on **EVERY** post!

Choose your team (up to 5 people) and create your **own team hashtag**. Each post you make for your team, **MUST** include your team hashtag so we track your team's posts! (You can use different Instagram accounts with the same hashtag (example: post a few photos to one friend's account and others to other friends' accounts, all using the same team hashtag,) but **MAKE SURE THE PEOPLE POSTING HAVE THEIR PROFILE SET TO PUBLIC!**)

2. Include the *contest hashtag* on **EVERY** post: #lookdowntownfirst

As a team, you will review the following list of prompts or "things to take picture of" and try to accomplish as many as you can. Your goal: To rack up as many points as possible **between April 18th at 8am and April 21st at midnight!**

3. Include the *prompt hashtag* on the post. (Each prompt has an associated hashtag next to it.)

This means for each post you'll have at least three hashtags. Example: The team called "Best Team Ever" completing the prompt "Entire team reading books," would tag their post as: #bestteamever #lookdowntownfirst #reading

3. Read the additional instructions.

- We want you to explore downtown! Therefore, you can only use each business **ONCE** in the contest. (Example: Using Tiger's Den for both "something to drink," and "interesting reading material," would mean only one of the posts at Tiger's Den could count as a point. The other would not earn you points.)
- "Entire Team" prompts mean your **ENTIRE TEAM** should be in the photo. If your selfie game is lacking, you may require an additional person to take a group picture. (Ask another hunter or a store owner--And remember to be courteous and polite!)
- Person, Place or Thing prompts mean you should photograph an **ACTUAL** person, place, or thing downtown – you may not take a *photo of a photo* of a person, place or thing. Accordingly, you may not use a previous image or one from the internet and pretend that you took the picture for this event!
- Each *picture* counts for only **ONE** prompt, and each *person, place or thing*, can only be used once per prompt. (Example 1: You could not photograph a cashier walking down the street as a #niceperson, and also use them in another photo for #transaction. Example 2: Taking a picture of "pointing at something," while "jumping off the ground" only counts as one prompt.)

4. Photograph and post as many prompts from the list to Instagram to earn points!

- Each prompt you complete is worth one point.
- Get an **EXTRA POINT** for each prompt that is completed from **INSIDE** a business! (That means it's helpful to visit downtown when the majority of business are open... because you can only use each business once for points.)
- On person/place/thing prompts, get 1 extra point per post if you are the only team who has photographed that person/place/thing. (This is where it pays to think outside the box and find the places and things few people know about!)
- In the event of a tie, our judges will choose the collection of photos that they identify as most artistic. So, let those artistic skills shine!
- **Oh, and... Let's keep it family-friendly, too, mmm-K? Thanks!**

TLDR RULES:

(AKA the rule summary...)

Remember to Tag:

1. #[yourteamname]
2. #lookdowntownfirst
3. #[prompt]

Scoring:

- +1 Point – Each qualifying photo
- +1 Point – Qualifying photo inside a business
- +1 Point – Unique person/place/thing

Prompts:

- Include all team members in each "Entire Team" prompt
- No repeats on people, places, or things or businesses!

TIP: Search #lookdowntownfirst on Facebook and Instagram to see local business hints on where to find items!