

visit
California



#CAPREGAME

Instagram Stories Tourism Tournament

January 2022

SoFi Stadium

SAMSUNG

Introduction

To help California destinations promote tourism around Super Bowl LVI in Los Angeles, Visit California is hosting a tourism playoff on social media. Every destination can get involved and showcase how to #CAPregame in their location.

California destinations can use this toolkit to host a bracket competition for businesses and tourism experiences on their Instagram Stories between Jan. 31 and Feb. 3.

Visit California will amplify local brackets by featuring local bracket winners in a celebration of the best ways to #CAPregame in the lead-up to game day on Feb. 13.

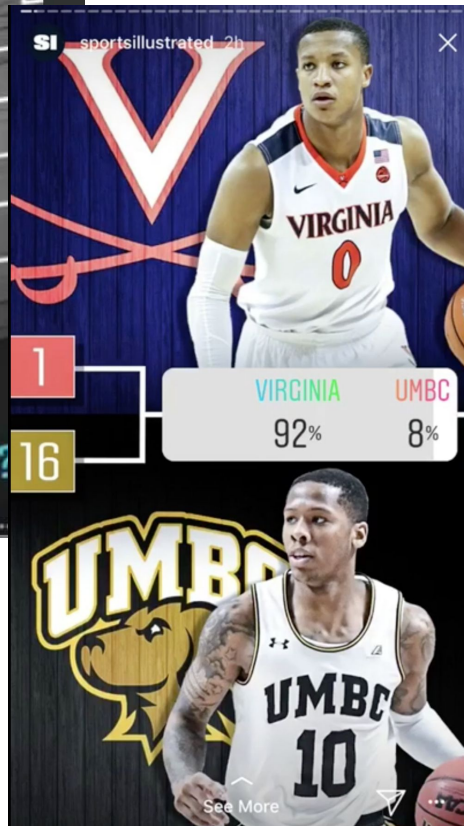
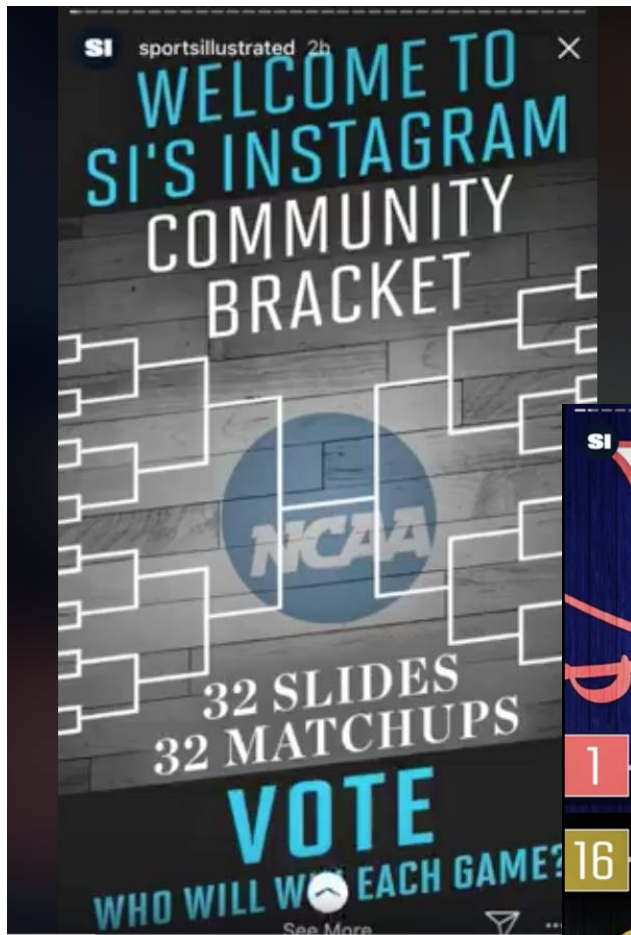




What is your California pregame ritual?

Everyone has one, and Visit California will help celebrate them in California style.





#CAPregame Brackets

Pick a #CAPregame theme that's relevant to your destination and get your audience involved in a bracket championship.

The tournament is simple to host and a fun way to boost engagement. Have your Instagram audience use the poll feature on Instagram Stories to fill out a bracket from Jan. 31 - Feb. 3. The winner is the ultimate way to pregame at your destination.

All participating DMOs are urged to post on the same week to maximize #CAPregame conversations.

Please remember that due to the NFL trademark on "Super Bowl" to only refer to the "Big Game" in promotional materials.

Timeline

Four days of posting

Jan. 31- Feb. 3

Visit California promotes bracket champions

Feb. 4-8

Super Bowl Sunday

Feb. 13



How It Works

- Pick a pregame theme (ideas on next slide)
- Design your bracket's visual layout or use [the brackets provided](#). Try the free Instagram Stories templates on [Canva](#) to quickly create a custom bracket.
- Select eight businesses or experiences in your area that fit within the theme.
- Introduce the #CAPregame bracket challenge. Reference it being in celebration of the “Big Game” coming to the Golden State.
- Each day over five days, poll your audience using Instagram's Story poll feature (Biz A or Biz B?).
- By the next day, tally which experience was the crowd's favorite. Note the round winner on your bracket sheet and update your audience.
- Repeat until you have a winner.



How Do You Pregame?

Bracket topic ideas

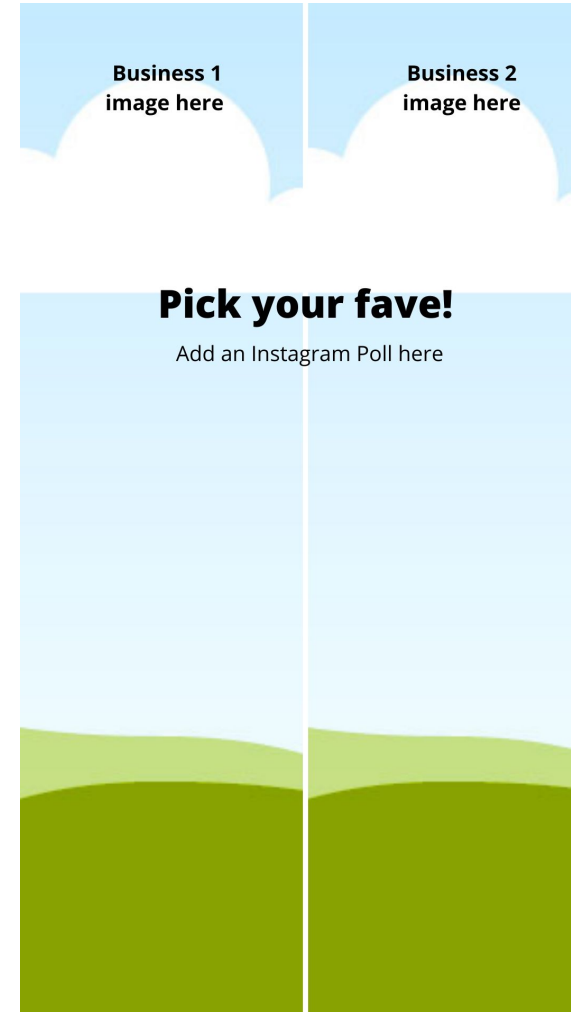
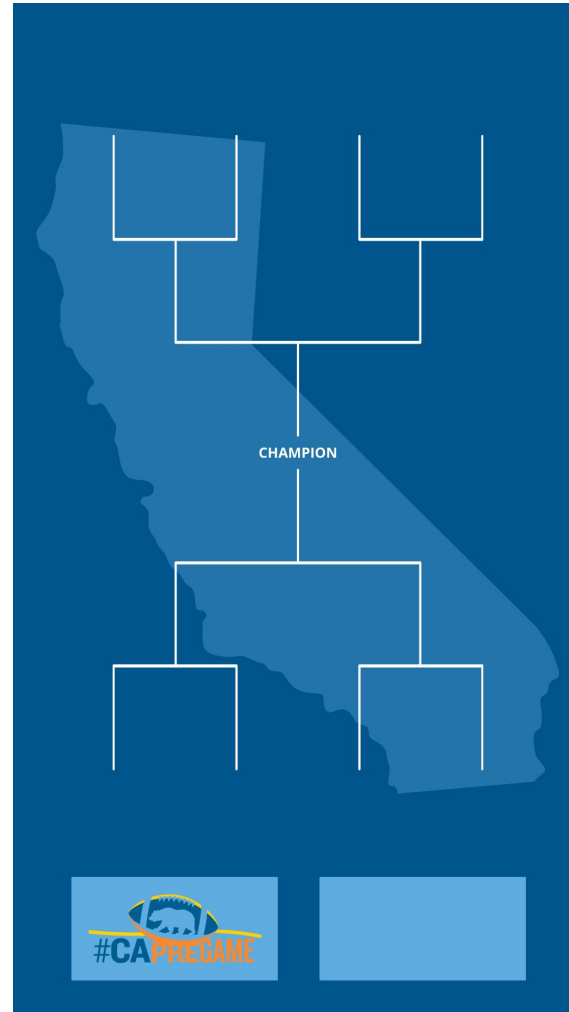
- Sports bars
- Restaurants
- Breweries or wineries
- Signature cocktails from local spots
- Game-day snacks from local spots
- Sports icons from your town
- Workouts
 - Trails
 - Fitness
 - Wellness
- Places for
 - Ditching the Big Game and heading outside
 - Fewer crowds on game day
 - Alternatives for quality time with friends and family
- Hidden gems
- Local music
- Relaxation
- Adrenaline or adventure activities

If your bracket includes culinary pregame activities, be sure to tag @CAGrownofficial, which will share your culinary posts.

Learn about California Grown and [download pregame recipes](#) to share.

Sample Templates

Design your own bracket with a Canva Instagram Stories template or use the provided brackets.



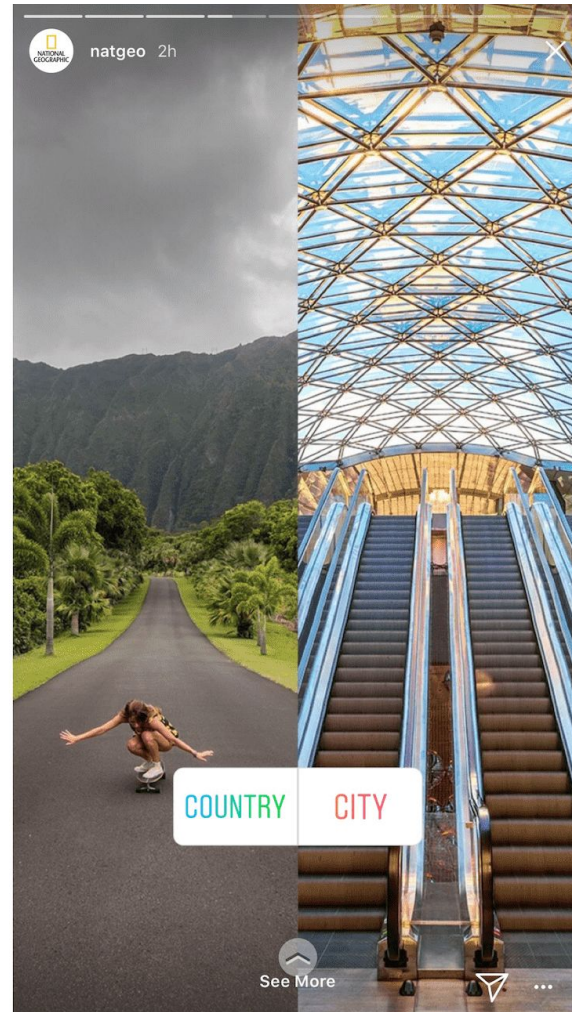
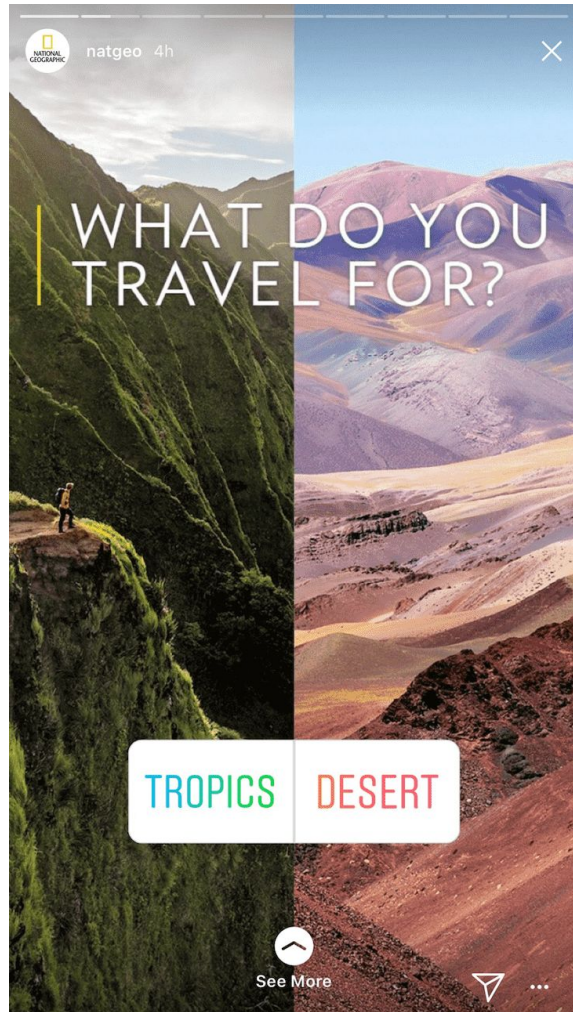
The Rollout



Each day, start with a tournament progress recap by filling in the blanks on the bracket and asking for votes on the next round. You can post that day's series of polls directly after the results update.

Tag @VisitCalifornia and use the #CAPreGame hashtag to help Visit California follow along and share as the week goes on. Make sure to tag any featured businesses, experiences and stakeholders so they can get involve their audiences.

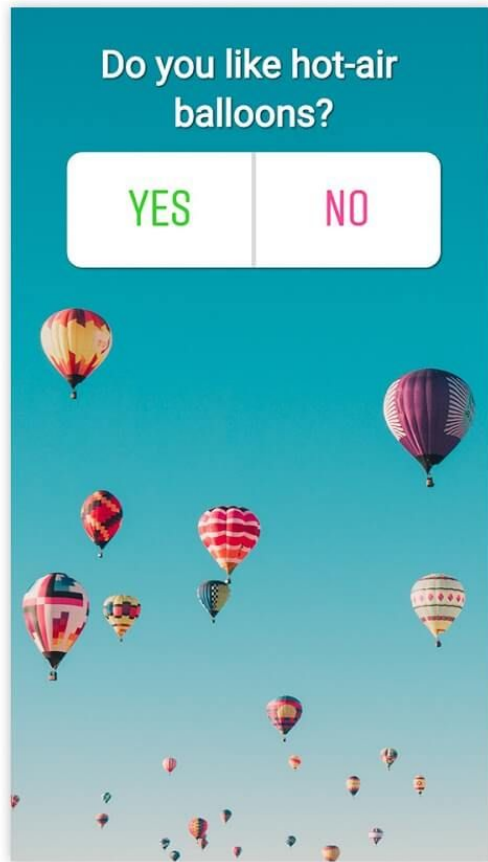
The Rollout



This is a sample of what an Instagram poll could look like for your destination using visuals from two stakeholders.

Again, this can be easily created using preexisting Instagram stories templates on [Canva.com](https://www.canva.com).

Sample Content Examples



If you don't have multiple images of all the experiences you're featuring, a single image can work. However, you will want to source an image of the winner to share.

After the Tournament

Share your champion with Visit California, and it will be featured in social posts celebrating the winning businesses and experiences.



Questions?

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