

Are You The Next Fan-Favorite?

The second annual “Connecticut Fan-Favorite” program seeks to generate support and awareness for Connecticut’s inspiring, innovative and unique towns, along with the places and spaces within that make them so. The Fan-Favorite *still revolutionary* town of the year will receive widespread promotional support, bragging rights for all of 2013 an honorary plaque and more. The destination, attraction or business within the winning town that receives the most votes will also be included in the town video.

We encourage you to take advantage of this program to promote your town and/or business destination or attraction.

Below please find more detail on how to get involved, as well as sample social media posts to help inspire your social content and posting schedules. NOTE: On April 9th the below will be updated on cultureandtourism.org with the active hyperlinks for the program.

Submit Your Business, Destination or Attraction to the [Visit Connecticut Facebook Page](#) Entry Form

Promoting your destination through the “Connecticut Fan-Favorite: Town” program is easy and quick. Submit your destination information and corresponding photo to the Facebook tab entry form. Your photo entry will be uploaded into our gallery to inspire participants as they vote and think about planning their next Connecticut vacation.

- **The program runs April 9th - May 15th** on the [Visit Connecticut Facebook page](#) – specifically the “Connecticut Fan Favorite: Town” [LINK] tab - and click the area that reads “Promote Your Business, Destination or Attraction” in the bottom right corner.
- Enter the basic destination information that is asked and **upload a photo** of your destination. This information will populate a gallery for consumers to peruse for inspiration.

**PROMOTE YOUR BUSINESS,
DESTINATION OR ATTRACTION**

Mobilize your communities to help raise votes for your town and place. The most frequently submitted will also be recognized! Enter your information now!

[Enter info »](#)

Step Two: Rally Your Community to Vote for You

Share the program both on and offline. You’ll be able to download a promotional toolkit from the tab itself, as well as from cultureandtourism.org, which includes:

- An online button and banner ads to share on your website and across your social channels.
- A promotional flyer that you can put up in your storefront, at point of sale, hand out to your patrons, e-mail to your listserves and more.
 - The flyer will include a unique QR code for your specific place, allowing visitors to vote for your town and place right on the spot!

Note: If you use bit.ly online to shorten your hyperlinks, you’ll be able to track how many people are clicking from your status update to the actual program page.

Sample Facebook Posts

- We <3 [TOWN NAME]. If you do too, vote [TOWN NAME] as your favorite *still revolutionary* Connecticut town [LINK TO TAB]. Make sure to also vote for us as your favorite place in [TOWN NAME].
- How much do you love [TOWN NAME]? Vote [TOWN NAME] as your favorite *still revolutionary* Connecticut town today <http://on.fb.me/WbJmZQ> and you'll be entered for a chance to win a FREE Connecticut getaway. Make sure to also vote for us as your favorite place in [TOWN NAME].
- We are so proud to be a part of the [TOWN NAME] community. Boast about how much you love us, and [TOWN NAME] by voting in the state's Fan-Favorite program here <http://on.fb.me/WbJmZQ> - your vote also enters you for a chance to win a FREE getaway to Connecticut's River Valley!



Sample Tweets

- We love being part of the [TOWN NAME] community. Help us celebrate it by voting [TOWN NAME] your favorite Connecticut town! <http://on.fb.me/WbJmZQ>
- We are so proud to be a part of the [TOWN NAME] community. Vote for us as part of your favorite *still revolutionary* town! <http://on.fb.me/WbJmZQ>
- What's your favorite *still revolutionary* Connecticut town? Vote now <http://on.fb.me/WbJmZQ> to win a free CT trip via @CTvisit.



Pinterest Ideas

You might also **consider creating a Pinterest board** with all of the things that make your town so inspirational and *still revolutionary* to further encourage your community to vote for your town and destination.



YouTube Ideas

Lastly, get your message out through video! **Consider creating a video for your YouTube channel** that shares all the reasons why your town should be voted Fan-Favorite. Don't forget to include shout outs to other destinations in your town and share the video with them, so they can share with their communities as well.



For more information/Questions
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