



DEADLINE TO ENTER: JUNE 7

Calling all hotels, restaurants, destinations and attractions—we want to help you bring your innovative marketing ideas to the masses.

Enter your idea in our **GRAND PITCH** for your chance to win **free digital media buys** from Arizona Office of Tourism media partners.

Two winners will be selected—one from an urban market and one from a rural market. Three urban and three rural finalists will have the opportunity to present their ideas to a team of judges at the 2017 Governor’s Conference on Tourism.

HOW TO ENTER

1. Create your submission.

It can be video. PowerPoint. Word doc. PDF. Whatever medium best communicates your **GRAND PITCH**, we’ll take it. We’re looking for a description of your idea, including your audience, goals and how you’ll measure success. While the media-buy prize covers only digital placements, your idea doesn’t have to be solely digital in nature. **Please don’t forget to include your name and contact information.**

2. Submit your entry by June 7, 2017.

[Click here to upload your submission](#) to the Arizona Office of Tourism.

Finalists for the **GRAND PITCH** will be notified by **June 28th.**

3. Make Your GRAND PITCH

The finalists—three urban and three rural—will present their pitches during the **GRAND PITCH LUNCHEON** at GCOT on Friday, July 21, 2017. You'll have 10 minutes to present, with an additional five minutes for questions from the judges and audience.

WINNER SELECTION

The judging panel will consist of representatives from our media and industry partners. The winner will be chosen based on the highest number of votes. The panel will account for 25% of the vote, and the luncheon audience will account for 75%. We will award two grand prizes, one for the urban-market winner and one for the rural-market winner. The runners-up in each category will each receive a consolation prize.

QUESTIONS?

We can't wait to see what you come up with! If you have questions about the **GRAND PITCH**, please contact Jamie Daer at jdaer@tourism.az.gov.