**Partner Training Guide: Ice Cream Trail**

**Maximizing the Program for Your Business**

**Introduction**

Welcome to the new, digitized Ice Cream Trail! The Henderson County TDA is excited to launch this sweet and summery initiative, designed to highlight our region’s beloved local ice cream shops and frozen treat destinations.

This guide will help you and your staff understand how to promote and engage customers with this new itinerary-style trail program and sweepstakes.

**What is the Ice Cream Trail and Why Was It Created?**

The Ice Cream Trail celebrates the unique frozen dessert scene of Henderson County—perfect for families, locals, and summer visitors alike. It supports small businesses, encourages exploration, and enhances the customer experience with an easy-to-use digital trail pass.

**How the Ice Cream Trail Pass Works**

**Itinerary Style**

This pass is designed as a **visit-based experience**—users simply check in at participating locations to enjoy the trail.

**Sweepstakes**

When users sign up for the Ice Cream Trail Pass between **June 13 and August 18**, their email will be **automatically entered into a sweepstakes** for a chance to win a **prize basket filled with exclusive Ice Cream Trail merchandise.**

🎉 *One lucky winner will be selected after the sweepstakes ends. (August 18)*

**How Easy It Is for Customers**

* **Sign Up**: Visitors register online and instantly receive their mobile pass via email and text.
* **Visit & Check-In**: When they visit your shop, they check in by clicking “check-in” on the pass (no staff interaction required).
* **Sweepstakes Entry**: Once the user signs up for the pass they are automatically entered into the sweepstakes.

**Benefits for Your Business**

* Increased visibility and foot traffic, especially during summer tourism season.
* Cross-promotion through TDA’s marketing campaigns and regional media.
* Access to visitor data and check-in stats to help track engagement.
* Seamless in-store experience—no physical stamping, no paper trail.
* Marketing with item inclusion in prize basket.

**How to Promote the Ice Cream Trail in Your Business**

**In-Store Promotion**

* Train staff to **mention the Ice Cream Trail** at key customer touchpoints.
* Say something like: *“Are you visiting other spots on the Ice Cream Trail? It’s a fun way to explore local treats and enter to win a prize basket!”*
* Display TDA-provided materials like **window clings** and **counter signs**.
* Place **QR codes** in visible spots to make sign-ups fast and easy.

**Social Media**

* Post about the trail using provided graphics and sample captions.
* Tag @VisitHendersonvilleNC in your posts.
* Sample caption:

"Cool off this summer on the Hendersonville Ice Cream Trail! Sign up by August 18th for a chance to win a prize basket filled with sweet merch. 🍦 Scan the QR code in-store to join the fun!"

**Optional Engagement**

* Run a friendly competition among staff to encourage customers to sign up.
* Offer small in-store rewards or discounts for customers who show their pass.

**What Your Staff Should Know**

Have a quick “cheat sheet” (provided by TDA) available and discuss the following in your next staff meeting:

* How customers sign up (QR code or website)
* How they check in (click “check-in” when inside location)
* Sweepstakes entry dates (June 13 – August 18)
* Prize basket winner announced after the sweepstakes ends (August 18)

**Frequently Asked Questions**

**What is the Ice Cream Trail?**
"The Ice Cream Trail is a free, digital summer experience where you can visit local ice cream shops, check in, and get entered to win prizes!"

**How do I join?**
"Just scan the QR code here or go to <https://visithendersonvillenc.org/ice-cream-trail> to sign up—it’s totally free and works on your phone!"

**What do I get for joining?**
"You’ll be automatically entered into a sweepstakes to win a prize basket of Ice Cream Trail merch if you sign up by August 18!"

**Is there an app to download?**
"Nope! It’s all web-based—super simple. You can save the pass to your home screen."

**Where do I pick up my prize if I win?**
"The winner of the prize basket will be contacted directly after August 18. Prize can be picked up at the Hendersonville Welcome Center (201 S Main Street) OR shipped if necessary.

**Final Notes**

* Encourage customers to sign up and participate—it’s easy and free.
* Stay in touch with the TDA for marketing materials and updates.
* Email Ashley Downer for your **FREE** partner toolkit.
* Watch for updates next summer—we’re planning to evolve the trail into a **gamified version with points and tiered prizes!**