

## EMAIL CIRCULAR

**To: All tourism related companies**

**From: Destination Marketing**

**Date: 31st May 2021**

**Ref: MMPRC-MKS/CIR/2021/68**

**Re: Raffle sponsorship for Social media campaign coinciding with the outdoor ads (South Korea)**

Total No. of pages including cover: 02

Dear Sir/ Madam,

Warm Greetings from Visit Maldives!

We are pleased to inform you that we have launched an outdoor campaign in major parts of South Korea to promote Maldives as a safe haven and to position Maldives as the first travel destination to travel after COVID-19. This campaign will be conducted from May to October 2021.

Under this six-month campaign, Maldives will be promoted in Subway screen doors of four major stations and in COEX digital media tunnel, situated in the largest commercial district of Gangnam and the advertisements will reach an incredibly diverse audience. The advertisements in digital media tunnels and subway screen doors are estimated to reach over 700,000 consumers per day.

Coinciding with the outdoor campaign, we have also planned to carry out a social media campaign inviting passengers to share photos of the ads entitling them for a raffle draw in order to increase the engagement.

In this regard, we would like to present you with the opportunity to sponsor a raffle giveaway for the social media campaign. The Raffle prize should include a holiday for two people in a resort with accommodation for 5 days on an all-inclusive basis. Complimentary internal transfers should also be included with a validity period of 12 months. We will be uploading one separate feature posting on both facebook and instagram highlighting the sponsor property and the sponsor property will also be provided with the opportunity to share photos and contents they wish to promote to korean consumers, contents will be developed accordingly and posted upon the announcement of the winner.

Please note that there is only one slot allocated for the raffle. Hence, the raffle sponsorship would be considered on a first-come-first-served basis, based on the fulfilment of the mentioned requirements and past opportunities given to the properties.

Should you be interested in sponsoring a raffle holiday, please complete the enclosed form and return to Ms. Meera Saleem by email to [meera.saleem@visitmaldives.com](mailto:meera.saleem@visitmaldives.com) before **1500hrs on Thursday, 03rd June 2021.**

Thanking you for your cooperation at all times in promoting the MALDIVES...the sunny side of life.

Kind regards,  
Fathimath Afra  
Deputy Chief Marketing Officer  
(\*Electronic Mail sent without signature)

## RAFFLE FORM

**Raffle sponsorship for Social media campaign coinciding with the outdoor ads**

Please submit the completed form to the Maldives Marketing & Public Relations Corporation by email to (meera.saleem@visitmaldives.com) before **1500hrs on Thursday, 3rd June 2021.**

Name of property:	
Accommodation type:	
Transfer:	
Validity period:	
Booking contact:	
Other details:	

**Sponsor details:**

Name of Company:

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Contact person/Mobile No.

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Signature



Date

Stamp



**Maldives Marketing & Public Relations Corporation**

Company Registration Number C-0509/2011

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