



## **#RovaniemiSummerAmbassador**

### **TERMS AND CONDITIONS**

1<sup>st</sup> of June – 5<sup>th</sup> of July 2020

Rovaniemi, Lapland, Finland

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### **VISIT ROVANIEMI'S OFFERING**

Visit Rovaniemi is coordinating a #RovaniemiSummerAmbassador -campaign to promote Rovaniemi as a top summertime destination.

#RovaniemiSummerAmbassador brings different media to Rovaniemi's summer. Therefore, the daily programmes will be tailored according to three different themes to be chosen from: Romantic Rovaniemi, Arctic Summer Adventure and Family Friendly Lapland. Each visiting program includes:

- Accommodation for 6 nights for 1-2 representatives/ 1 family of social media influencers (double/twin or family room)
- Activities & visits in Rovaniemi area, tailored according participant's preferences
- Some meals
- Transfers inside the area
- Tips and permissions
- Flights from the airports operated by Finnair

All other expenses are out-of-pocket expenses for the guests.

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### **EXPECTATIONS FOR AMBASSADOR**

Being a #RovaniemiSummerAmbassador means that the guests will be traveling, visiting and participating in alluring, one-of-a-kind and fun excursions during the stay.

**Social media influencers (bloggers, vloggers, instagrammers etc.):**

- Give visibility and promote the accommodation

- Using of #visitrovaniemi, @visitrovaniemi and #RovaniemiSummerAmbassador are compulsory.
- Use Rovaniemi, Finland as a location in social media publications.
- Incorporate partner tags when and where possible, such as the hotels, restaurants and experience provider. Detailed info on each ambassador's itinerary.
- Material is due to two weeks after the trip to: [media@visitrovaniemi.fi](mailto:media@visitrovaniemi.fi)

**Bloggers** are required to

- share at least one thorough blog post featuring the destination with links (UTM tag links provided by Visit Rovaniemi), tags and mentions
- share at least 10 high quality photos with Visit Rovaniemi to be used in the photo archive, marketing collateral and social media channels.

**Instagrammers** are required to

- share 6 or more posts on their account
- do reasonable amount of Instagram stories with swipe ups to given service provider's links
- share at least 10 high quality photos with Visit Rovaniemi to be used in the photo archive, marketing collateral and social media channels.

**Vloggers** are required to

- at least one thorough video post featuring the destination with mentions (spoken or written) of venues, service providers etc. The provider's name (e.g. Arctic Light Hotel) must be mentioned and featured in the video(s).
- Original videos and rights to use them on Visit Rovaniemi's and our partner's channels.

**Newspaper/Magazine, TV, radio & other media** are required to

- publish articles in their media. Publication schedule and forums should be presented and agreed beforehand.
- We wish to get publicity in ambassador's social media, either personal or employees one.

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## **PRACTICAL INFO**

### **Drone usage**

If you'll be shooting with a drone, please note that it needs to be agreed and arranged beforehand. Finnish Transport Safety Agency (Trafi) and Rovaniemi airport traffic control require a notification before use of remotely piloted aircraft. We'll guide you through the requirements to avoid misuse.

## General guidelines

To ensure that the trip goes as planned and without a hitch, and that the guests will experience Rovaniemi to its fullest extent, guests are required to adhere to the following:

- Attend to and participate in planned activities and excursions
- Be prompt and punctual
- Be professional
- Capture and share content, photographs, videos, blog post, articles...
- When publishing and sharing, take care of Rovaniemi's well-reputed brand. We wish not to see any content harmful to our city's image.
- **Last but not least: Enjoy & have good time! 😊**

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## CONTACT

We in Visit Rovaniemi are looking forward to meeting you & we're ready to make the next summer extraordinary with you!

For more info please contact:

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