



*An Interactive,
Mobile Celebration Of*

AMERICA'S 250th Year



AMERICA250

250 Years of Stories – Share Yours with TownTrek!

TownTrek invites downtowns across the nation to transform their streets into celebration grounds for **America's 250th birthday!** Using our mobile app, communities can craft custom interactive events that celebrate local heritage, highlight small businesses, and spark exploration.

Whether you're unveiling historical landmarks, spotlighting hometown heroes, or guiding visitors (and locals!) to hidden gems, **America250 by TownTrek makes every downtown a destination.**



About TownTrek:

Designed specifically for Main Street & Downtown Marketing Organizations, **TownTrek** creates walkable, engaging experiences for tourists and townsfolk alike.

TownTrek is powered by **Eventzee**, a proven engagement platform used for:

- **Downtown events**
- **Tourism campaigns**
- **Festivals & celebrations**
- **Multi-day and multi-location experiences, and more!**



Unlimited Freedom!

- **10 different challenge types** to choose from with no limits on how you expand your event. ✨ ✨
- **Flexible** event durations, player limits, and price points! Choose a plan that works for you!
- Create specific challenge routes or open up the map for **maximum exploration**.
- Showcase (or hide!) **social features** such as the feed, chat, and leaderboard.
- Create **custom badges and prizes** for reaching certain thresholds!



Challenge Types:



GPS & Explore Challenges - Visit historic sites and check-in to unlock their stories.



Quiz & Text Challenges - Test players' knowledge as they explore your city.



Photo & Video Challenges - Capture favorite downtown landmarks and curate crowdsourced social content.



QR Code or Poll Survey Challenges - Encourage engagement with small businesses, and collect feedback directly from participants.



Information & Route Challenges - Provide educational content, and direct players along specific stops.



American-Made Missions:

Take advantage of our expansive **Challenge Library** for general ideas that can be done from anywhere around the country or customize your own creative quests!

Challenge Creation:

- Schedule blocks of challenges for **continued engagement** on different days.
- Choose from a variety of challenge types to encourage **varied gameplay at all levels**.
- Drive traffic to different areas for **maximum exploration**.



One Land, Many Nations

Create an **interactive map** to direct players to your home's hidden hot spots, built right into the app!

All challenges can be pinned on the map, and **Explore Challenges** allow players to earn points by uncovering every inch of the highlighted map.

- Historic landmarks
- Public buildings
- Museums
- Veteran memorials
- Downtown gathering spaces
- Local businesses



Integrate with Local Businesses

Players can earn points by “checking in” at participating businesses and in turn **build awareness**.

- Encourage purchases with **redeemable prizes** and discounts for players who check in.
- Offer **businesses sponsorship opportunities** with their logo/branding in designated areas of the app.

Small Business Benefits:

- Businesses can **boost foot traffic and awareness**.
- Participants get discounts and the ability to explore new locations.



Statewide Support

We're with you every step of the way!

Our dedicated team works with hosts from start to finish to create, and test events like real players.

- **Live support** leading up to the event, ready to reset challenges or make instant edits if needed.
- That means fewer day-of issues and way **more confidence** when your event goes live.

With **TownTrek** you get hands-on support that keeps events running smoothly, even when plans change.

- Edit content instantly.
- No re-printing. No wasted materials like with traditional printed passports!



Branding & Customization

- The closest you can get to building your own app!
- Incredibly customizable and easy to use.
- Integrate **your own branding** for:
 - Custom app color schemes
 - Branded content
 - Showcase audio & video clips
 - & more!



Monitor Your Data Live!

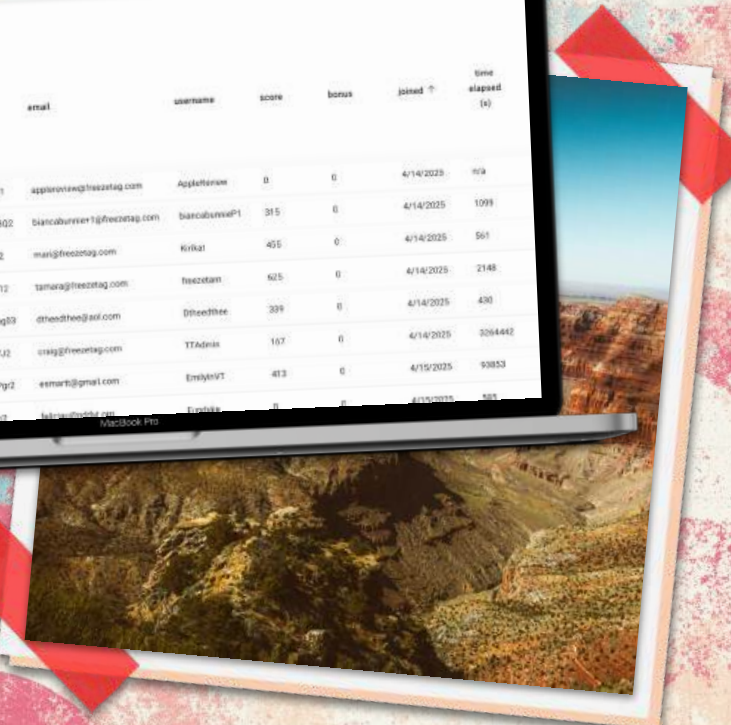
See **real-time participation data** within the admin tool on both web and mobile platforms. Event Data is stored and can be easily downloaded at anytime.

Check out:

- Total participants
- Highest engaged-with challenge
- Engagement over time & more!

Let the data calculate for you!

uid	email	username	score	bonus	joined	time elapsed (s)
02B124GND0S1zbu0UBR0Wfuf1	appleronew@freeritag.com	AppleRnew	0	0	4/14/2025	69
8ow7P6pYAZc70R84304WWEZJPBQ2	biancaburren1@freeritag.com	biancaburren1	315	0	4/14/2025	1099
fe66Okw039TyH0NEF4Kv2E2Xo2	man@freeritag.com	Kirkat	405	0	4/14/2025	561
u5Cy8KK0PTWjEQP4RZ290v712	tamar@freeritag.com	freecolam	625	0	4/14/2025	2148
w4Ari3GH0NAN3q@bwoTGroEng03	dthead@eol.com	Dtheadthe	339	0	4/14/2025	430
yu43U434Mwv8u@MRD00T7v0fJ2	usag@freeritag.com	TTAdmin	107	0	4/14/2025	3264442
0x57xv8W0PSPAKZWWUY1gPp2	emarti@gmail.com	EmylerT	413	0	4/15/2025	93853
7h3ee4u@84nd X33Fv030633	freeritag@freeritag.com	Freeritag	0	0	4/15/2025	581



Promoting Your Event

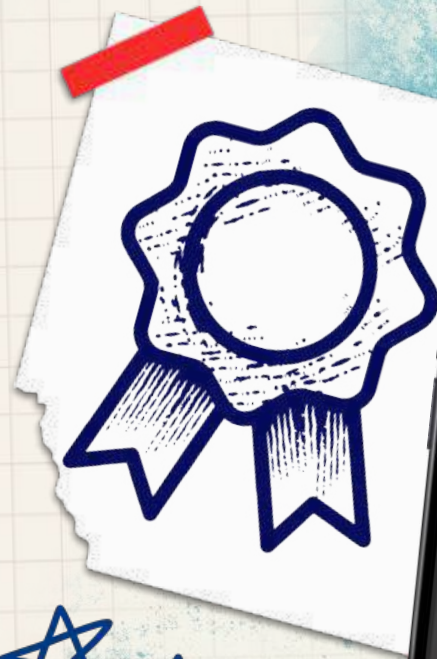
Don't wait until your event is live to start promoting! **Event hosts see the most success with announcements pre-event:**

- Share QR codes to download the app.
 - Set up pre-event challenges.
- Promote on social media.
- Add links to important websites.
- Include in tourism materials.
- Advertise through community groups.



Gamification Incentives:

- TownTrek features **real-time leaderboards** and a **social feed** so players can interact with one another.
- Create badges for hitting certain milestones, and **track internal progress**.
- Use badges to **award prizes** for all participants, top winners, and more.



Try the free **DEMO** now!

- Scan the code to download the TownTrek app or [CLICK HERE!](#)
- Create an account.
- Enter the join code: **USA250**
- Complete challenges and get a feel for what TownTrek has to offer!

SCAN HERE:





CONTACT US TODAY!

Fill out the **Contact Form** or reach out to info@towntrekapp.com to schedule a walkthrough!

