

250 Miles for 250 Years

The goal of the 250 Miles for 250 Years campaign is to encourage individuals to get outside, exercise, and enjoy history the entire time. Outdoor recreation is tradition in South Dakota, and many locations across the state allow individuals to enjoy this activity daily while also enjoying the historic significance of these locations.

How Individuals Participate

Individuals are eligible to earn prizes based on both mileage completed and the location(s) they visit.

Miles are logged by the individual, and may include any fitness tracking app or resource, and locations are tagged in a Survey 123 Form. This will allow individuals the ability to track their progress and will capture the participants mailing and contact information.

Prize Categories

The grand prize is completing 250 Miles within the designated window, which would be **July 4, 2024 to July 2026**.

In addition to the grand prize, sub-categories are also available for individuals who complete designated milestones and/or specific locations.

Distance Based:

- 50 Miles
- 100 Miles
- 150 Miles
- 200 Miles

Location Based:

- 100 Miles of Deadwood
- 80 Miles for Battleship South Dakota
- Visiting a Historical/Cultural Site, such as:
 - Fort Sisseton State Park, Mount Rushmore, Capitol Christmas, Laura Ingalls Wilder
- South Dakota State Fair

Prize categories would be determined by prize sponsors. This includes state and municipal governments as well as private entities and non-profit organizations as well.

An example of prizes provided by the Deadwood Chamber include a coupon book to all participants, as well as a drawing for other promotional items and also museum tickets. These individual drawings would be conducted by the prize sponsor.

Additional prospective sponsors include:

- South Dakota Game, Fish and Parks (State Parks)
- South Dakota Department of Agriculture and Natural Resources (State Fair)
- Municipal Governments (Respective Municipal Trails)

Promotion

Promotion of the campaign would be divided across physical signage, targeted email, social media, and traditional media communications.

Physical signage could be posted at the trail heads of all participating/eligible trails to increase awareness of the opportunity from both visitors and individuals looking to participate.

In addition to physically at the trail, the South Dakota Game, Fish and Parks (GFP) Summer Newsletter reaches approximately 155,000 individuals each week throughout the summer months. These individuals both camp and also participate in other outdoor activities such as hiking.

Beyond targeted emails, social media among all partners will further reach the message of each individual entity. This includes but is not limited to the GFP social media platforms, Travel South Dakota, municipal governments and tourism agencies, as well as other partners.