



***NEW: NIHCA is coming out with a great new contest for YOU to promote what you are doing within your club!***

Spotlight is intended to create a buzz within the club's customer base while asking our clubs what kinds of things they have going on around their club that are fun, different, exciting and motivating for your members. This is a way to put the spotlight on YOU, our wonderful clubs, and give you more attention that you can pass along to your members on your own social media outlets, newsletters, email blasts, etc.

### **Spotlight Contest Rules:**

- \* \$100 will be awarded to the NIHCA club with the best email/video/picture and/or article of the featured spotlight.
- \* Entries need to be emailed to [service@nihca.org](mailto:service@nihca.org) by each due date. NIHCA will judge all entries and award the winning facility with \$100!

### **Perks for your facility:**

NIHCA will post the Contest Club Winner on Facebook, as well as being included in the next month's NIHCA newsletter, featured on our NIHCA website for a month, and NIHCA will blog an article about your facility... Not to mention full bragging rights and an opportunity for all your members (and non-members) to see how great your facility is!

The January Contest:

### ***What kinds of incentives/programs you are running as part of your New Year's Resolutions!***

Please send us your *pic/video/promotion* for the New Year Contest **by January 15th** to be entered into the contest. We will announce the winner in the newsletter in February!

If you have questions, please contact [service@nihca.org](mailto:service@nihca.org) or call NIHCA at 320.722.0084 and ask for Emily.



***Good Luck Contestants!***