



Starting this spring, Urban Capers will be offering *The Exhibition Place Scavenger Hunt!*

At Urban Capers, we offer highly customized scavenger hunts for corporate bookings, as well as individual tickets for standard public-facing events. We currently run scavenger hunt events in Toronto, Montreal, Ottawa and California, and are expanding to include Vaughan and Niagara Falls this Spring! We run hunts at top attractions/destinations, like the AGO (Art Gallery of Ontario), the ROM (Royal Ontario Museum), and the Distillery District. Team sizes range anywhere from 10-200 players (although we have hosted up to 800 players), and you can learn more at [Team Building Scavenger Hunt Company Toronto | Urban Capers](#).

We would love the opportunity to engage with Exhibition Place tenants and discuss ways to highlight them in our hunts. We'd be happy to discuss options such as:

**Featuring You In the Content:**

Urban Capers can feature your hours of operation, contact info, current offers, upcoming events, and other info you'd like presented to players (for free). This can be worked into the hunt content with scavenger hunt missions that include text, photos, and/or links related to your operation.

We've already gathered information about Exhibition Place tenants to feature in the hunt content, but would be happy to make adjustments and additions based on your requests. Please let us know if you have specific info you would like featured and your contact details if you'd like to meet.

**Featuring You In Client Recommendations:**

Many corporate clients ask Urban Capers for recommendations on activities to do before/ after their hunt, places to dine, and about spaces to rent. While we've already gathered some information about Exhibition Place tenants, we'd be happy to collect your additional details, promotional brochures or contact info to present to inquiring clients during the booking process.

**Featuring You From Afar:**

Please note that Urban Capers can feature tenants from afar without impacting daily operations. For example, we can feature facts about your business then use a topical pun to prompt players to take a creative team photo outside or near your business. The players would then have to post the photo to social media using your preferred hashtag but wouldn't need to enter your space at all (if that's your preference). If you want to provide a message, offer, discount code etc., this can be included in the hunt.

**Featuring You Through Direct Interaction:**

Should you be open to more direct interaction, Urban Capers has some ideas:



### **Rented Spaces**

Corporate clients often ask Urban Capers for recommendations on restaurant and meeting spaces.

- Some clients choose to rent an indoor space for the hunt's meeting point, orientation and finale.
- Some clients choose to rent spaces for their pre-hunt meetings/ AGMs etc.
- Some clients choose to reserve spaces/ restaurants for their pre-hunt or post-hunt social.
- Some clients want to book an extra space for mid-hunt interactive team challenges.

### **Goods or Services**

Urban Capers can arrange for players to visit your location to **pick up prepaid items**. Some examples of this include:

- > We've had teams pick up prepaid chocolate boxes from a local Chocolate Shop.  
Teams often bought additional chocolate and shared photos to social media during this stop.
- > We've had teams give passwords to baristas for "free drinks."  
The barista added the drinks to an Urban Capers' tab, while additional items were paid for by players.

Urban Capers can arrange for players to visit you to complete **a prepaid activity or mini-tour** (as some clients will pay extra for additional activities or exclusive access to a site as a hunt pit stop).

Examples of this include:

- > We've had teams pre-pay for water taxi experiences as part of a mid-hunt challenge.
- > We've had teams pay for a mini historical tour as part of a mid-hunt challenge.
- > We're currently creating an Attractions Package scavenger hunt for HOCO in Niagara Falls that has teams visit attractions as pit-stops along their scavenger hunt route.

An example of how this could work at Exhibition Place:

- > Urban Capers could note that if clients purchase a package for 4 group lessons at Toronto Equestrian Downtown, they can include a horseback-riding mission pit-stop at different scheduled times for each team throughout the hunt.

Urban Capers can arrange for players to **visit your location for a social media challenge**. Some examples of this:

- > Urban Capers can feature facts about your business then use a topical pun to prompt players to take a team photo inside your business while noting they can purchase x, y, z.
- > Players can be told they can complete a "Cheers" challenge at a specific restaurant. For bonus points, the players would have to post a photo of them toasting beverages at that restaurant to social media using the restaurant's preferred hashtag.

Urban Capers can arrange for your **goods and/ or services to be prepaid as the grand prize!**

- >We have a go-to gag gift prize but many corporate bookings pay to have a larger prize available for the winning team and sometimes for multiple teams. They often ask us for ideas.



We can assist large groups wanting to **amp up their attendee engagement:**

>We've co-hosted 3-day conventions so our scavenger hunt app could work as a tool to ensure attendees get to meetings, education sessions and socials on time while staying engaged and entertained with topical creative challenges.

### **Cross-Promotional Packages**

Urban Capers would love to incentivize corporate clients to work with them and the Exhibition Place tenants. This can be through new packages, multi-event bundles, discount offers, referral fees, a preferred supplier list, or adjusted hunt missions to feature the services, rules, benefits and FAQs of your large event. We're used to customizing and creating unique offerings, so please let us know what works best for you!

### **Example A) Partnering with CNE:**

Urban Capers can advertise a special scavenger hunt price for corporate bookings seeking a hunt during the dates of the Canadian National Exhibition. If the team has over 30 players, Urban Capers can offer them the deal so long as they choose *The Exhibition Place Scavenger Hunt* and purchase CNE admission through CNE's corporate sales.

### **Example B) Partnering with an Event Space:**

Event Spaces or Festivals can list Urban Capers as a suggested pre-show activity for their attendees that book tickets at corporate rates. For example, if a corporate group has purchased tickets to an evening event at Exhibition Place, Urban Capers can provide them with a daytime scavenger hunt and then suggest an Exhibition Place restaurant for teams to re-fuel before going to their evening event. Urban Capers would customize the scavenger hunt to feature additional fun facts about the team's upcoming event and would encourage social media posts leading up to it noting what players have to look forward to.

### **Example C) Partnering with Hotel X:**

Corporate teams staying at Hotel X could list Urban Capers as a preferred vendor for corporate activities; Urban Capers would then offer a discounted rate to any Hotel X group bookings and customize the hunt with missions featuring Hotel X and/or whatever messaging Hotel X desires.

Urban Capers is open to any ideas, discussions and collaborations.

Please let us know if your business would like to participate, any specific ways you would like to be included, and who will be your contact for Urban Capers.