



OCTOBER 23-25, 2025

DIGITAL PASSPORT CONTEST

October 23rd, 24th, 25th, 2025

INFO For Businesses

All businesses that register and/or sponsor participation in Yukoner Appreciation Week will automatically have a profile in the Buy Local YT mobile app. Your profile includes; interactive details about your business (logo, address, description, category, links to website & social media, pin on a map etc.)

Having a profile in the app does *not* mean you are participating in the Digital Passport Contest. You must select “yes” when registering to participate as a contest location.

Yukoners participate in the Digital Passport Contest using the Buy Local YT app.

If you are a business participating in the Digital Passport Contest, you will receive:

- 1 printed poster identifying you as a participating location
- 1 printed QR code poster to display at your location

You display the posters at your location, and the Digital Passport Contest will incentivize Yukoners to visit your location and scan the QR code on your poster. Each time they scan a different QR code they are entered into the grand prize draw.

Grand prizes for 2025 are a shopping spree valued at over \$1000 and flights for 2 from Air North.

After the contest is complete and the winners have been notified, the Chamber will provide you with a list of emails from everyone that visited your location and scanned your QR code. This allows you to do any direct post event marketing that you wish.