

# 9 DAYS OF CHRISTMAS CONTEST

This holiday season Cloud 9 Living will hold its first “9 Days of Christmas” contest. Entrants across the country can win an experience package during each of the nine days leading up to Christmas by simply entering their email address.

## PRIZES

### Day 1: Flight

Learn to Fly experience

### Day 2: Relaxation

Spa Packages

### Day 3: Driving

Drive a Stock Car & Stock Car ride along

### Day 4: Foodie

Food Tour for two

### Day 5: Golf

Golf Lesson with a PGA Pro

### Day 6: Romantic:

Dinner Cruise for two

### Day 7: Adventure:

White Water Rafting for two

### Day 8: Adrenaline

Tandem Skydiving

### Day 9: Experience of a Lifetime

Fighter Pilot for a Day

## IMPORTANT DATES

Reimind your readers they can win!

Any help you can provide us with social media blasts is greatly appreciated!



- **Nov. 1:** Initial Contest Launch! The URL we will provide you for the contest will now be accessible. Please post on social media about the contest on this day.

- **Nov. 19:** The 9 Days of Christmas contest will go live on the Cloud 9 Living site and social media outlets; plus an email blast will be sent. We would love another post, retweet, etc...anything to help us promo this!

- **Dec. 16 – 24:** A winner announced each day, but participants can still enter the contest through Dec. 23.

**Dec. 23:** Looking for a last minute gift? Experiences are great for last minute purchases since we have printable e-certificates!

## CONTEST URL

\*Note: This will not be live until Nov. 1 but should be included in your blog post.

<http://www.cloud9living.com/contests/9-days-of-christmas-2012>

## GET SOCIAL WITH US



# WRITING ABOUT YOUR EXPERIENCE

## POST DURING YOUR EXPERIENCE

During or right after your experience we would love to hear from you! If you tweet at us or post a photo on our Facebook, we will gladly retweet you and highlight the photo for all of our 10,500 Facebook fans to see while also tagging your page or linking to your blog within the post. Action shots and candid photos are best, but any smile is always a winner!

## QUESTIONS TO ASK

While on your experience and after, some questions you might want to ask yourself are:

- o Did I learn anything new?
- o What type of emotions did I go through during the experience?
- o Would I recommend this to someone else?
- o Would I have liked to get this as a birthday or holiday gift?
  - o What are the pros and cons of giving experience gifts?
  - o Is there anything you would've changed?
- o Did anything surprise you during the experience?
  - o What was your guide/instructor/teacher like?

@CLOUD9LIVING

CLICK TO  
DOWNLOAD  
LOGOS &  
PHOTOS

Cloud 9 Living  
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# WHO IS CLOUD 9 LIVING

Cloud 9 Living is the US leader in experience gifts, offering more than 1,700 unique experiential gifts for men, women & couples in 43 regions. We pride ourselves on delivering exceptional customer service to ensure every gift recipient enjoys a memorable experience.

## FUN FACTS

- Based out of Boulder, CO
- Founded on Sept. 1, 2005
- We boast a “Biggest Smile Guarantee”
- The staff tests out an experience every quarter on a company outing. We’ve gone stock car racing, ATV riding, snowmobiling and more.
- Featured in Inc. Magazine’s list of Fastest Growing Private Companies 3 years in a row
- As seen on the TODAY Show, CNBC, USA TODAY, The Nate Berkus Show and more

## OUR MISSION

*To forever change the world of gift giving by enhancing people’s lives through memorable experiences.*



## HOW EXPERIENCE GIFTS WORK

**BUY** Choose from one of our 1,700 experiences or an open ended gift certificate.

**GIVE** Present your gift to the recipient via our custom gift pack or email certificate.

**BOOK** The recipient visits [cloud9living.com](http://cloud9living.com) and chooses a date and time that is convenient for them to go on the experience.

**ENJOY** Enjoy: The recipient goes on their experience of a lifetime!

# WHY EXPERIENCE GIFTS

## IN THE PRESS

“People aren’t looking for ‘stuff’ anymore, they’re looking for experiences,” said Susan Menke, VP-behavioral analyst at Mintel. “Status is out, social capital is in. ... You can post pictures of your African-safari experience, but you can’t put up a picture of your Mercedes. That’s tacky.” – [Advertising Age](#)

“Shoppers who don’t want to give Grandpa a tie or Grandma a book are increasingly turning to experiences — from relatively inexpensive ones such as massages, dinners out and ice-skating lessons to pricier ones, such as flights in jet fighters and vacations abroad...Partly, it’s a sense that people already have all the stuff they need — especially baby boomers who are trying to clear the clutter out of their homes and garages. “These experience-type gifts have really taken off,” said Marshal Cohen, chief industry analyst at NPD Group. “Two years ago they weren’t on anyone’s radar, and now they are very popular.” – [LA Times](#)

“Cloud9 Living has over 1,800 experiences to choose from, in a variety of budget ranges, letting dad live out his dream of being a fighter pilot, riding a bucking bull, driving a race car, or bungee jumping off a bridge. Instead of getting him another golf club, you can get him a private playing lesson with a PGA pro. And instead of that 6-pack of craft brew he likes, how about sending him on a 3 day boat and brew kayak tour? Because memories last a lot longer than stuff.” – [Discovery.com](#)

## GIFT GIVING STUDIES

- “Spending money on life experiences makes people happier than spending money on material items;” – Press release from [Beyondthepurchase.org](#)

- “You want to buy your friends experiences because the newness from a new thing wears off in about 9-to-14 months whereas a good memory will gain luster over time. There’s a bigger happiness return.” - [Happiness Guru Dan Buettner](#)

- “In a new study, San Francisco State University researchers learned that consumers can gain greater happiness from buying life experiences such as concert tickets or an exotic vacation, but only if they choose the gift for the right reasons.” - [San Francisco State](#)

- “Your experiences are inherently less comparative, they’re less subject to and less undermined by invidious social comparisons,” said professor of psychology [Thomas Gilovich](#) in an article from Cornell University.

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THANK YOU!

