

DATE IN DAET with SOLE SEARCHING SOUL

by APPLE ALLISON



OVERVIEW: **DATE IN DAET 2014** is a tourism advocacy campaign that aims to provide a getaway for Bicolanos & Bloggers to discover and rediscover Daet, a first class municipality in Camarines Norte, as well as foster strong partnerships with different stakeholders.

#DiD2014 is primarily a NON-PROFIT event that encourages Businesses, Bloggers, Bicolanos, and others stakeholders to be closer to Daet, to make friends with one another and to reconcile all efforts for a better and progressive society. This is in line with Sole Searching Soul's purpose of making a difference in a community one trip at a time.

#DiD2014 wishes to spread the good word online about Daet through the "*blogkadas*", (bloggers group and their network of friends) by highlighting its places of interests together with the local products & services to tickle the interest of fellow Bicolanos, Filipinos and even foreigners, especially those fun and adventure loving tourists who are also tech-savvy and rely to internet for information.

Inspired by the meaning of the word town's name which means "*to make friends*" and "*to be closer*", the Date in Daet campaign was conceived.

One of the objectives of this campaign is to create awareness about Daet by creating user generated contents like blogs, photos, directories, videos and others which will be posted/uploaded in various ONLINE media channels. These contents will also be featured in www.ChoosePhilippines.com of ABS-CBN Manila with more than a million likes and hundreds of shares daily. We will also utilize traditional promotions through our friends in regional & national in radio, print & TV.

For more information and details about this campaign, please visit www.SoleSearchingSoul.com and read these related blog posts. I hope you can also SHARE these posts to your family and friends so that we can better promote Daet and in return benefit your business as well. Please see enclosed **links**.

For any clarification or question, please contact me through my mobile number 09175975683 / +63 947 721 6000 or through this email.

If you believe we can make a difference one trip at a time,
please sign-up in the sponsorship form found here
and confirm your support:



1. CALL FOR SPONSORS and the concept behind DATE IN DAET 2014

<http://www.solesearchingsoul.com/5/post/2014/04/date-in-daet-call-for-sponsors-and-partners.html>



2. DISCOVER DAET : The inspiration

<http://www.solesearchingsoul.com/5/post/2014/04/discover-daet-where-bicol-begins.html>

3. BE MY SOLEMATE : Call for Bloggers

<http://www.solesearchingsoul.com/5/post/2014/04/date-in-daet-be-my-solemate-call-for-bloggers.html>



DATE IN DAET (#DiD2014) is organized by **Apple Allison** of **SoleSearchingSoul.com** in partnership with **ChoosePhilippines.com**, supported by **DigitalFilipino.com** and the **Local Government Unit of Daet** headed by **Mayor Tito S. Sarion** under the **Daet on the DOT Program**.

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