

# Participant Kit | 2021

#  
LOVE  
MY  
TIMESHARE

# DISCOVER THE LOVE



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#LoveMyTimeshare

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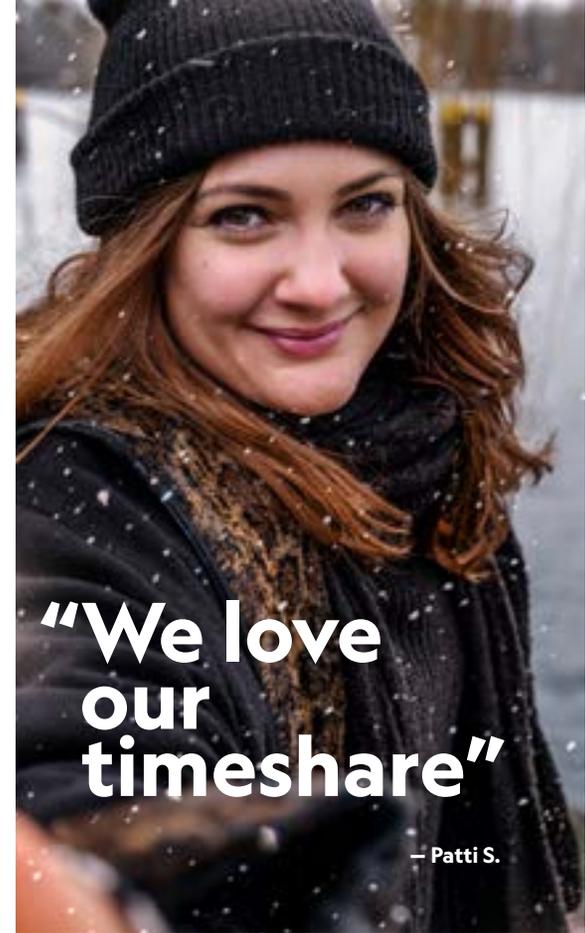
# Love My Timeshare

MEET THE  
HAPPIEST  
HASHTAG  
ON EARTH

If you're here, it's because you're looking for a new and exciting way to participate in the promotion of the timeshare industry. Welcome to *#LoveMyTimeshare*, a community of engaged, happy Timeshare owners spanning the world.



**UNITED.**  
**DETERMINED.**  
**PROUD.**



Timeshare is one of the best ways to travel. #LoveMyTimeshare finally gives our industry a singular platform to amplify the tremendous impact we have had on millions of lives. It's time to unite and let the world see, know and hear the powerful voices of happy vacationers. With your help, we are determined to share our message from Hawaii to Maine, across resorts large and small... this is a moment for all of us and we need you.

# A POST IS WORTH A THOUSAND SHARES



What better way to reinforce the positives about the timeshare industry than by empowering 9.9 million+ satisfied Owners to show the timeshare doubters, timeshare uninformed, and timeshare unfamiliar what they're missing? #LoveMyTimeshare is a heartfelt, vibrant movement fueled by deep personal experiences - thousands of stories, photos, videos, and more - that celebrate the incredibly positive impact timeshare vacations have had on their families.



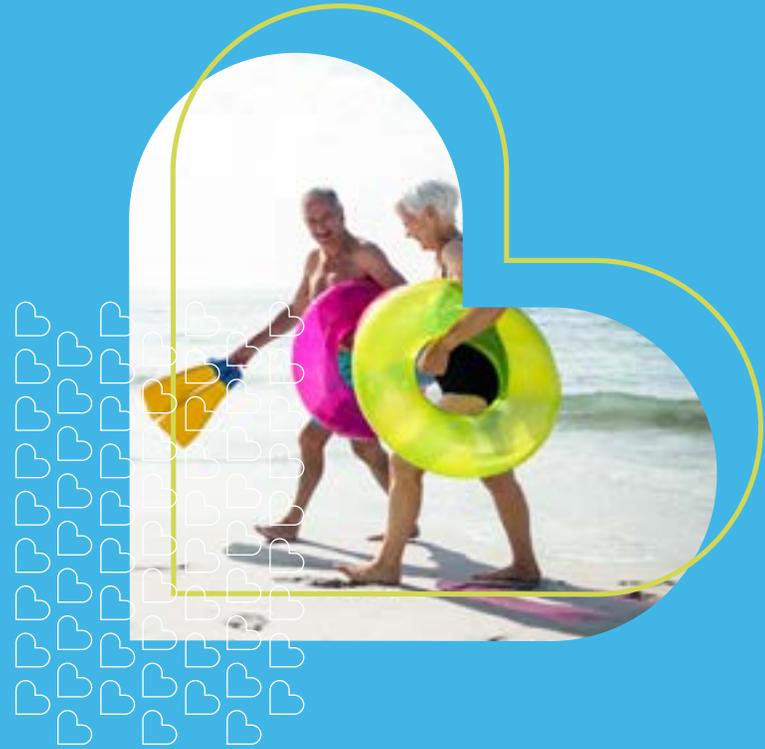
# THIS IS A ~~WOW~~ NOW MOMENT



Now is the time to champion this narrative and give millions of Timeshare families a voice and a platform that demonstrates the role that Ownership plays in their lives. In just one, short *#LoveMyTimeshare* market test, the positivity and willingness to share stories photos and experiences was overwhelming; proving once and for all that *love is in the share*.

#LoveMyTimeshare

# LOVE IS IN THE SHARE



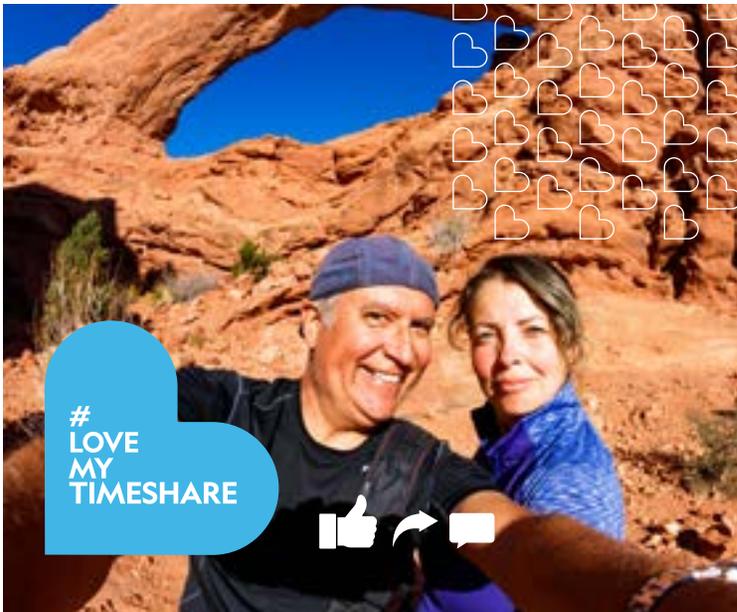
## PARTICIPATION

Join the movement as we stand together and collectively declare our love for the world's first and original sharing platform... timeshare!

Use this kit to launch **#LoveMyTimeshare** with your teams, incorporate our assets, include us in your campaigns, share our #'s with Owners and help amplify our timeshare-positive message. Share your videos and blogs so site visitors to [LoveMyTimeshare.com](https://www.LoveMyTimeshare.com) can stay engaged, learn great tips, and be reminded of what an incredible product they own.

## Why Should I Participate?

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## Proud Owners Are Our Best Advocates

When your Owners share what they love about their timeshares, they help us to shine a bright light on the many reasons why timeshares are the ultimate way to vacation! In fact, your Owners make YOU the timeshare industry's most powerful and important social influencers. The more your Owners share, the stronger and more powerful the #LoveMyTimeshare movement becomes!

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## THE DIGITAL PROPERTIES



### SOCIAL

#LoveMyTimeshare is a powerful and uplifting social movement fueled by hundreds of thousands of happy Owners around the globe that love their timeshare and love telling the world all about it. The heart-warming stories, photos, videos and musings that they love to submit proudly tell the world that timeshare is a currency not measured in dollars – but in smiles, laughter, and countless, cherished memories.

#### Amazing Results So Far!

Explore User Generated Content [View It Here](#)



### WEBSITE

[LoveMyTimeshare.com](#) is the world's first online community celebrating how timeshare vacations have an incredibly positive impact on the lives of their Owners, It's an invaluable platform that is taking the industry by storm!

# How Do I Participate?

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Engage in our campaign by:

## Sharing



Follow LMT on Social



[Download Your LMT Asset Packet](#)



Encourage Owners to #LoveMyTimeshare



Tag Us @LoveMyTimeshare

## Submitting



Become a Blog Partner



Share UGC & Testimonials



[Download Your Submission Packet](#)

# ARDA Member Partners

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These ARDA members proudly support our rally cry with generous donations of assets, resources, expertise, and enthusiasm. Join the growing list of timeshare industry leaders making a positive impact today.

WYNDHAM  
•DESTINATIONS

MARRIOTT  
VACATIONS  
WORLDWIDE  
SM

HILTON  
GRAND VACATIONS



  
WESTGATE RESORTS

## Creative Partners

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**It takes teamwork to create a movement as unique and powerful as #LoveMyTimeshare. We are proud to work hand-in-hand with our creative partners, Lamark and Digital Ignite. Their creativity, passion, and dedication have brought every aspect of our #LoveMyTimeshare vision to life.**



Located in Boca Raton, Florida, Lamark is an integrated brand performance agency that provides award-winning digital marketing and creative services powered by the relentless drive to consistently deliver against goals, activate growth, and Unlock Potential™. The Lamark team consistently seeks to challenge the status quo, creating value and measurable impact through an integrated digital approach that is built around the specific goals of each client. From creative and brand ideation through media and analytics, they create journey-focused strategies and data-driven results.

[lamarkmedia.com](http://lamarkmedia.com)

## DIGITAL IGNITE

Based in Charleston, South Carolina, Digital Ignite is a full-service MarTech company utilizing data science to improve advertising, creative media, and marketing decisions for their clients. The Digital Ignite team proudly offers a range of innovative solutions to help brands reach their customers in a digital landscape. Their unique data-informed approach includes cutting-edge technologies that drive results and bring clarity, from machine learning and blockchain to data analysis, their suite of human-driven and artificial intelligence-backed tools and strategies provides solutions for an effective marketing campaign. They constantly test, evolve and refine their methods to deliver organic and paid media strategies customized for each client's specific needs and the ever-evolving nuances of emerging digital technologies.

[digital-ignite.com](http://digital-ignite.com)

# Contact Us

[lovemytimeshare.com](http://lovemytimeshare.com) (web)

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## Address

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1201 15th Street NW, Suite 400  
Washington, DC 20005



With as much love as we have put into #LoveMyTimeshare, we understand that we can always be better. For that reason we welcome your feedback.