

Bring a Friend Home – Brief Note

What is Bring a Friend Home?

- Sri Lankan origins & expats living in Sri Lanka to invite & bring their foreign friends to Sri Lanka
- 06 special holiday packages with exclusive rates to be bought by the friends of Sri Lankan invitees
- Campaign to be launched on World Friendship Day – 30th July 2019
- Inviting to be done via Bring a Friend Home website. Invitations to be shared via email, messaging apps or social media channels

Campaign Objectives

- Create a sense of urgency to visit Sri Lanka
- User generated content to spread the message – “Sri Lanka is Safe to Visit”

Who is Eligible?

You – Sponsor (Sri Lankan)	Friend (Invitee)
<ul style="list-style-type: none">• Sri Lankan origin living in Sri Lanka or overseas or expatriates living in Sri Lanka with resident visa• Travel agents are not entitled for this promo	<ul style="list-style-type: none">• Any foreign passport holder or Sri Lankan expatriate

Benefit for the Sponsor

1. If the Sri Lankan is travelling with friends, the 4th package is complimentary on the same package (double basis, entrance fee is not included)
2. Raffle Draw with amazing prizes

1st Prize – 1 year stay at Cinnamon Life apartment or 07 day stay in 02 Sri Lankan properties for 03 consecutive years with 2 air tickets per year– up to 02 individuals & LKR 500,000 worth voucher from Colombo Jewellery Stores
2nd Prize 07 day stay in 02 Sri Lankan properties for 02 consecutive years – up to 02 individuals (01 of the properties can be Maldives)
3rd Prize - 05-day holiday in the Maldives at Ellaidhoo by Cinnamon – up to 2 individuals

Benefits for Invitee

1. Discounted travel packages to travel to Sri Lanka

Packages	PP Sharing Double	Triple room single supplement	Single room
Discover City 04-night stay in Colombo at Cinnamon Lakeside	USD 225	USD 180	USD 440
Discover City weekend package- 2-night stay at Cinnamon Lakeside	USD 135	USD 90	USD 261
7 Nights beach Hikka Tranz	USD 364	USD 280	USD 716
7 Nights Beach Trinco Blu	USD 408	USD 280	USD 805
Discover Sri Lanka 09 Nights Stay	USD 592	USD 373	USD 1148
Discover Sri Lanka - Adventure 10 Nights Stay	USD 625	USD 370	USD 1218

2. Raffle draw to win 3 prizes

1st Prize – 05-day holiday in the Maldives at Ellaidhoo Maldives by Cinnamon – up to 2 individuals On BB Double sharing basis LKR 1 million worth of Sapphire stone ring by Colombo Jewellery Stores
2nd Prize – 05 Day Holiday in Maldives Properties – up to 2 individuals on BB Double sharing basis with airport transfers.
3rd Prize – 05 Once in a Lifetime experiences with Cinnamon – up to 2 individuals on BB Double sharing basis.

Press Conference

Press conference to launch “Bring a Friend Home” will be taking place on the 30th of July 2019