

WORLD SNOW SCULPTING CHAMPIONSHIP SPONSOR PROMOTION CHECKLIST



SOCIAL MEDIA

- Post/share about the sponsorship and event details on your social media channels & be sure to tag the event pages!
 - WEBSITE: worldsnowsculptingstillwatermn.com
 - TAG FACEBOOK & INSTAGRAM: @WorldSnowSculptingChamp, @greaterstillwaterchamber
 - HASHTAGS: #worldsnowsculptingstillwatermn #MinnesotaWinter #WSSC #greaterstillwaterchamberofcommerce #bridgingbusinessandcommunity #discoverstillwater #exploremn #snow #worldevent #winterfun #OnlyinMN #worldscoolestblockparty #MidwestisBest #SnowSculpting #Minnesnowta #stillwatermn #wintertimeinstillwater
- Post that you're a sponsor! Download the graphic on the Sponsorship Information 2024 page
- Invite friends/staff to follow @WorldSnowSculptingChamp on Facebook and Instagram! **See Below**

WEBSITE & EMAIL MARKETING

- Post a descriptive blurb & WSSC logo on your website, linking to the event and directing your traffic to learn more!
- Write a blog post about the sponsorship and share across your website, social media platforms, and email communications.
- Post about the sponsorship and event details in your email marketing communications.

BOILERPLATE EVENT DESCRIPTION:

The Greater Stillwater Chamber of Commerce Foundation, in partnership with Discover Stillwater, The Greater Stillwater Chamber of Commerce and the City of Stillwater, is honored to host the 3rd Annual 2024 World Snow Sculpting Championship Competition sanctioned by the Association Internationale de Sculpture sur Neige et Clace based in Finland. Teams from around the world travel to Stillwater, Minnesota to create amazing snow sculptures while competing for prize money and the title of World Champion. This is a judged event and includes social events, activities, ceremonies, the people's choice award and fun for the whole family!

FOR MORE INFORMATION ON THE EVENT OR ASSETS TO USE IN YOUR PROMOTIONS CONTACT
ROBIN ANOTHONY AT DIRECTOR@GREATERSTILLWATERCHAMBER.COM

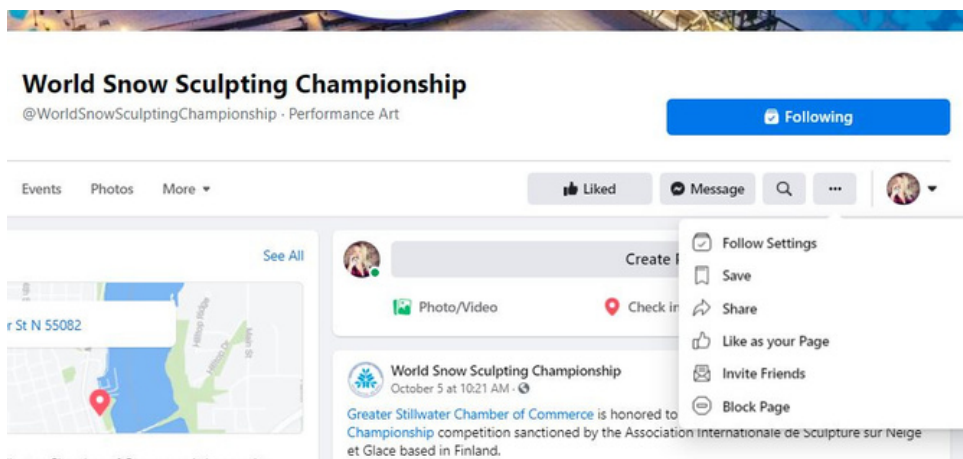
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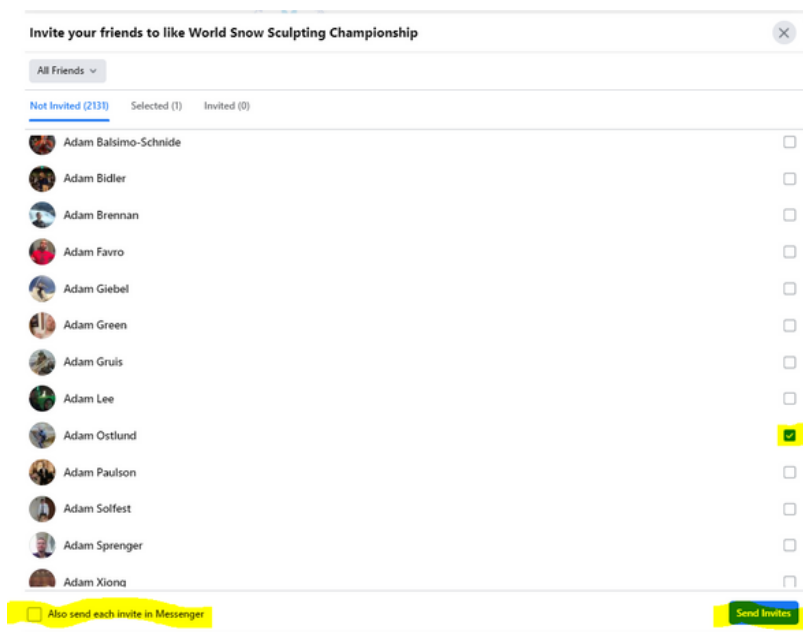
HOW TO INVITE FRIENDS TO WORLD SNOW SCULPTING CHAMPIONSHIP PAGE ON FACEBOOK



- Search World Snow Sculpting Championship in the search bar on the top left side of your Facebook home page.
- Navigate to the options just below your cover photo. Do you see those three dots? Click 'em! From there, a list of options will pop up.
- Scroll down that list of options and click "Invite Friends." Another screen will pop up, this one with plenty of options for you to choose from. (Note that different pages may show different options in this list).



- Start looking for the friends you want to invite. There are a few ways you can do this. If you have someone specific in mind, use the search bar to type in the name of your friend. If you want to browse, you'll see a long list of all your Facebook friends, right under the search bar. Left of the search bar, you'll see some options for filtering your friends by groups you're included in.
- Click on the name(s) of the friend(s) you want to invite.
- In addition, the bottom of the invite pop up gives you the option to send invites in Messenger as well. This option can be a good choice to make sure your invites are actually seen — not just lost on the invites page forever!



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