

Social Media Contest 2020

About the Contest

Social media promotion is an easy, FREE way to get the word out about your businesses. This year, Valent-ICE presents the opportunity for participants to flex their social media muscles for a chance to win a major advertising package.

The contest is open to Valent-ICE participating businesses with an ice sculpture from February 14 - 17, 2020. Businesses are eligible to win the advertising buy valued at \$2,000 if they promote their business sculpture or the World of Winter Festival on social media platforms. The social media posts will be eligible for points and the business with the most points at 12:00 AM on February 17, 2020 wins!

How It Works

Points	Post Description
5 (per instance)	Use of the hashtag #WorldofWinterGR
5 (per instance)	Repost/share a visitor's post about World of Winter
5 (per instance)	Share DGRI content about World of Winter
5 (per instance)	Tagging DGRI on Facebook, Instagram, or Twitter (@DowntownGRInc)
5 (per instance)	Creation of Instagram story featuring World of Winter activity/Valent-ICE
	sculpture (NOTE: DGRI must be tagged in the story)
5 (per instance)	Use of the hashtag #DowntownGR
15 (per	Post includes an original photo of ice sculpture or World of Winter activity
instance)	
20 (per	Post includes an original video of a World of Winter activity or Valent-ICE
instance)	sculpture
5 (per instance)	Tagging/mentioning World of Winter Facebook events within captions of
	posts

Points redeemable from February 14-17, 2020 only.

In the event of a tie a DGRI-selected panel of judges will determine the winner.

Prizes

Grand Prize – The business with the most points wins an advertising buy from DGRI valued at \$2,000! The DGRI team will work with you afterward walk you through the different options for your advertising buy. The winner of this prize will have shown the greatest commitment to the event through social media promotions, creativity in sculpture design, and community spirit.

Runner-Up Prize – The second-place winner of the Valent-ICE Social Media Contest receives 5 social media posts from Downtown Grand Rapids Inc.'s platform (49,000+ followers).

Sample Posts to Get You Started

Facebook:

- [Photo of sculpture in front of business] #DowntownGR has turned into a gallery of ice for @World of Winter 2020! Come by our business to say hi and check out our ice sculpture! #WorldOfWinterGR
- Check out our #WorldOfWinterGR ice sculpture by joining one of the FREE @World of Winter Walking Tours in #DowntownGR!

Twitter:

 Check out our ice sculpture during one of the many #WorldofWinterGR Walking Tours in #DowntownGR.

Instagram:

• [Photo of sculpture in front of business] #WorldofWinterGR is out favorite time of year. Why? #DowntownGR is filled with beautiful ice sculptures like this one in front of our store!