



Social Media Contest 2020

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.

How It Works

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!