



EVENT PROMOTION GUIDE

Thank you for your support of the 2016 Snow Crush Fat Tire Race!

The most important part of an event is a successful promotion campaign. This guide outlines quick and simple tips to ensure that your organization maximizes every opportunity to support this exciting event. Be sure to use the print and digital assets provided in the Dropbox folder at <http://tinyurl.com/2016SnowCrush>.

Snow Crush 2016 Overview

What:	Fat tire bike race	Schedule:	
Where:	River Bend Nature Center 1000 Rustad Rd Faribault, MN 55021	Demo Bike Rentals	10:00 am
When:	January 16, 2016	Speaker Presentation	11:00 am
Why:	Proceeds benefit River Bend Nature Center and Cannon River Offroad Cycling & Trails (CROCT)	Race Start	1:00 pm
		F-Town After Party & Awards	4 pm – close
		More information and online registration:	www.rbnc.org

Sponsor	Facebook	Twitter
F-Town Brewing	https://www.facebook.com/ftownbeer	@FTownbeer
River Bend Nature Center	https://www.facebook.com/RiverBendMN	@riverbendMN
Cannon River Offroad Cycling & Trails (CROCT)	https://www.facebook.com/Cannonriveroffroadcyclingtrails	@CROCTmtb
Milltown Premium Adventure Goods	https://www.facebook.com/MilltownSports	@MilltownSports
Tandem Bagels	https://www.facebook.com/TandemBagelsNorthfield	@tandembagels
Stoke Coffee Roasters	https://www.facebook.com/Stoke-Coffee-Roasters	
45NRTH	https://www.facebook.com/45NRTH	@45nrth
Matt Shimon Creative and hvh Engage!	https://www.facebook.com/hvhengage	

“ON THE GROUND” PROMOTION

- Start promoting the event immediately!
- Print out the **Event Poster** on 11x17” paper if possible. Feature posters in prominent locations with high visibility such as storefront windows, location entrances and exits, or by cash registers.
- Ask neighboring businesses to display the poster on their community bulletin boards.
- Get your staff or volunteers excited about the event so they help spread the word and can answer patron questions.
- Remember to provide event details and the registration link (www.rbnc.org) on all communications.



2016
Snow Crush
 AT RIVER BEND NATURE CENTER
FAT TIRE RACE

January 16th 2016

Start the morning with coffee, bagels and cream cheese provided by Stoke Coffee and Tandem Bagels, then warm up by the onsite campfire with beer samples and hot chocolate courtesy of F-Town Brewing.

Demo Bike Rentals	10:00 am
Speaker Presentation	11:00 am
Race Start	1:00 pm

Beginner and Advanced Categories



F-Town After Party **4:00 pm-close**

Snow Crush Fat Tire Race After Party follows at F-Town Brewing with Awards, Food Trucks, Bonfire, Raffle & Prizes!

Register online and find more information at www.rbnc.org

Proceeds from this race benefit the River Bend Nature Center and CROCT.




SPONSORED BY







Snow Crush 2016 **Event Poster** 11 x 17”

DIGITAL PROMOTION

Extend your reach by taking your promotion into the digital space!

Website, E-Newsletters & Emails

- Get started by downloading the **Slider Image** to add to your website.
- Leverage your email lists and use the **Event Logo** in your e-newsletters, flyers & handouts.

Facebook, Twitter & Instagram

- **The two weeks leading up to your event are the most important. Ramp up your social promotion to ensure your event is top of mind!**
- Tap into your existing networks on social accounts like Facebook, Twitter and Instagram.
- Whenever possible, include images in your posts – be sure to use the digital assets sized for specific formats.
- “Promoting” posts on Facebook is an easy and affordable way to ensure that your message is reaching the perfect audience for your event.
- Reach out to local groups by email, phone or by “tagging” them your Facebook posts and Tweets to make sure they are aware of your event. **Ask them to help spread the word on their social accounts, in their e-newsletters, and on their websites.** Get creative when reaching out to people who might be excited to share news about this event.

Promotional partners might include:

@BikeWalkTC	@mnrovers
@BikeMN	@exploreminn
@mplsbike	@MNBeer
@MPLS_Bike_Tour	@FboNews
@PedalMN	@Faribault
@beerandbikesmn	@VisitFaribault
@framedbikes	@prmotefaribault
@mndnr	@SoMinnSCENE

- Be responsive on social accounts. People like to know that a person is interacting with them, work on building a digital relationship with your audience.
- Geo-target your Facebook posts to members of your community on Facebook.
- Experiment with #hashtags on Twitter to extend the reach of your event. *Hashtags might include:*

#SnowCrush2016	#FatTireRace
#OnlyinMN	#bikeraces
#MNwinter	#beerandbikes



Website Slider Image 1903 x 600px



Snow Crush 2016
Event Logo



Facebook Cover Image 828 x315px



Facebook Post Image 1200 x 630px



Twitter Post Image 440x220px



Instagram Post Image 612x612px

DIGITAL PROMOTION

Twitter Post Suggestions

- Ready for #SnowCrush2016? Hit the trails for our #FatTireRace on Jan 16 @riverbendMN! www.rbnc.org [insert image]
- The best part of January? #beerandbikes at #SnowCrush2016. www.rbnc.org @FTownbeer @riverbendMN @CROCTmtb [insert image]
- The best part of January? #FatTireRace at #SnowCrush2016. www.rbnc.org @MilltownSports @tandembagels @45nrth #OnlyinMN [insert image]
- Ready for a #MNwinter #FatTireRace? It comes with beer. www.rbnc.org @BikeMN @mnrovers @MNBeer @VisitFaribault @SoMinnSCENE
- Have you registered? Awards, prizes, bonfire and @FTown #beer #SnowCrush2016 @riverbendMN www.rbnc.org [insert image]
- You can rent a bike to participate in our #SnowCrush2016 #FatTireRace @riverbendMN www.rbnc.org [insert image]
- Love a #FatTireRace? Register for #SnowCrush2016 @riverbendMN www.rbnc.org @mndnr @PedalMN @MNBeer @beerandbikesmn @framedbikes
- CRUSH IT on Jan 16 @riverbendMN #SnowCrush2016! www.rbnc.org @FTownbeer @CROCTmtb @MilltownSports @tandembagels @45nrth
- CRUSH IT on Jan 16 @riverbendMN #SnowCrush2016! www.rbnc.org #FatTireRace @PedalMN @MNBeer @SoMinnSCENE @mndnr @mnrovers

Facebook Post Suggestions

- CRUSH IT on January 16 at the 2016 Snow Crush Fat Tire Race at **River Bend Nature Center!** Start the morning with coffee, bagels and cream cheese from **Stoke Coffee** and **Tandem Bagels**, then warm up by the fire with beer samples and hot chocolate from **F-Town Brewing!** Register online at www.rbnc.org.
- The 2016 Snow Crush Fat Tire Race starts in the morning at **River Bend Nature Center** and wraps up at **F-Town Brewing's** After Party! Join us for a full day of fun, awards, food trucks, bonfires, raffles and prizes! Register online at www.rbnc.org.
- Save the date! January 16 is the 2016 Snow Crush Fat Tire Race at **River Bend Nature Center!** There demo bike rentals, speaker presentations and race awards for beginner and advanced categories. Proceeds from this race benefit the River Bend Nature Center and **CROCT**. Did we mention that there would be **F-Town Beer?** Register online at www.rbnc.org.
- Sign up for the 2016 Snow Crush Fat Tire Race at **River Bend Nature Center** for racing, speakers, on-site snacks and an After Party at **F-Town Brewing!** Thank you to our sponsors **F-Town Brewing, River Bend Nature Center, CROCT, Milltown Sports, Tandem Bagels, Stoke Coffee Roasters, 45NRT, Matt Shimon Creative** and **vhv Engage!**. Register online at www.rbnc.org.
- Start the new year right with the 2016 Snow Crush Fat Tire Race at **River Bend Nature Center!** Beginner and Advanced race categories will be available along with demo bike rentals! Start at the park and then warm up at the **F-Town Brewing After Party** - register for the race online at www.rbnc.org.

Questions?

More information and online registration is available at www.rbnc.org.
For additional questions, please email Kaytlan Moeller at moeller@rbnc.org or call (507) 332-7151.