

Hello!

## Welcome to your European Week of Sport Digital Toolkit.

We are pleased to have you supporting European Week of Sport and hope these assets help you to activate and promote your involvement.

European Week of Sport gives you the platform to promote your brand, activity and work, while creating a buzz and celebrating the fun of fitness and physical activity.

**The week of 23<sup>rd</sup> - 30<sup>th</sup> September** promises to get a record number of people across Europe moving and we are pleased to have your support within the UK.

Your European Week of Sport digital toolkit includes a number of assets designed to help you in activating your event, in the build-up and on the day!

In your digital toolkit you will find:

- **Posters** - digital and printable.
- **Social Media Assets** – These include Facebook, Instagram, Twitter. With European Week of Sport being huge on Social Media, we have supplied you with some guidelines to maximise the day across social, as well as some assets to promote your involvement and encourage people to join you.
- **Social Media Guide** – A brief guide on how to get involved via social media in the lead up to and on the day of your event. This includes sample tweets and social posts.
- **#BeActive logos** – these are included in a variety of colours to brand and promote events or existing activities happening that week. Please feel free to use whichever logo is most suitable for you and your event.

All assets come in both pre-made and editable versions. The editable versions allow you to add your own imagery and logo for a specific event or audience.

Please don't forget to capture photos and videos and share these with us in the build-up and on the day – so we can see your activities and help share the content across our social channels too.

Remember to use the hashtags **#BeActive** so that we can engage and enjoy the day with you!

If you require any further assistance with regard to activating your event or activity please do not hesitate to reach out to directly to the ukactive team or to the relevant event organising body.

Thanks again for being a part of the European Week of Sport we are excited to have you on board!

Best Wishes,  
The UK European Week of Sport Team