



Digital Media Guide

THE RUN FOR A MILLION

THE RICHEST EVENT IN THE HISTORY OF REINING AND THE MOST EXCITING AND THRILLING NEW EVENT IN COW HORSE AND CUTTING



Signature

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THE RUN FOR A MILLION

Welcome to THE RUN FOR A MILLION 2024

On behalf of the **TRFAM** we would like to congratulate you for qualifying for 2024's **THE RUN FOR A MILLION**. We are excited to showcase the top quality athletes in the Performance Horse Industry.

This packet is designed to help competitors navigate the social media aspect of the competition: before, during, and after the event. Please take the time to familiarize yourself with the information in this guide, and refer to it if you have any questions before reaching out via email or our social media channels.

If you have any questions prior to or upon arrival you may address them to **Megan Soliah**, EVP of Marketing, via phone at **(323) 252-9955** or email at **megan@bosqueranchheadquarters.com** and she will be able to provide you with an answer.

In relation to the hundreds of competitors that took part in the qualifying events, a relative few like yourselves are privy to this incredible experience! Therefore, we encourage you to act with integrity, treat your fellow competitors and event staff with respect and share your journey with our community. Your behavior sets the example for many, and your stories inspire us all.

We look forward to seeing you in Las Vegas, NV and to a wonderful competition week!

Sincerely,

The Run For A Million Digital Media Team

THE RUN FOR A MILLION

We are thrilled to have you on board and we want to ensure that your experience with us is not only successful in the arena, but also positive and engaging outside of the arena. **As a representative of our event, your interactions with the media and your use of social media play a crucial role in promoting our brand and sponsors.** Here are some guidelines to help you navigate the world of media.

THINK BEFORE POSTING

Adhere to a standard of respectful, and polite communication across all online platforms. Uphold professional and ethical conduct. Prior to sharing any content, carefully assess its potential impact on oneself, fellow competitors, and The Run For A Million, and avoid engaging in discussions on contentious topics that may detrimentally affect image or credibility.

SOCIAL MEDIA POSTING REQUIREMENTS & APPEARANCES

- One (1) **Instagram In-Feed Post**
- One (1) **Facebook Post**

Must be shared between July 29th and August 17th, 2024.

- One (1) **Instagram In-Feed Post:**

Must be shared by the end of September 2024.

If a Personal Account does not exist, an In-Feed Post must be made on a Team/Business Instagram Account.

All riders are expected to fulfill any appearances requested by the digital media team, with assurance that these appearances will be scheduled well in advance and will not conflict with their existing obligations.

Competitors in **THE RUN FOR A MILLION** will receive the official event logo along with an Individual Promotional Flyer to help fulfill their posting requirements. This promotional flyer can be utilized as the designated post to be shared between July 29th and August 17th.

THE RUN FOR A MILLION

CONTENT MESSAGING

ENCOURAGE VIEWERS

Content should encourage followers to watch the event by tuning in on August 12th-17th online at:

www.trfam.com

HASHTAGS

Please use the provided hashtags:

#therunforamillion #TRFAM24 #TRFAM

TAGGED ACCOUNTS

Please tag the following accounts:

@therunforamillionofficial

@southpointlv

Here is a sampling of taglines to use in your captions as inspiration:

The richest event in the history of reining and the most exciting and thrilling new event in cowhorse & cutting.

The Run For A Million has evolved into the premier event in western equine sports, with the mission of promoting the very best horses in the world.

The Run For A Million exemplifies the grit, beauty, and tenacity of western ranching culture, with focus on educating attendees about the the legacy of American ranching and farming, how it contributes to sustainable food production, economic opportunities in rural areas, and the preservation of our natural resources.

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MEDIA CONTENT GUIDELINES

At The Run For A Million we encourage all competitors to have an active voice and presence on social media. Whether you're establishing relationships with potential Brand Sponsors or engaging family and friends, we know that social communities are where people communicate. Social media creates opportunities to champion The Run For A Million, but it also creates risks and responsibilities. You should assume that anything you do on social media during The Run For A Million could be viewed by a Brand Sponsor, Brand Partner or Investor of The Run For A Million. As such, any social media activity reflects on The Run For A Million and could have a global impact (positive or negative) on The Run For A Million brand and its Brand Sponsors, Brand Partners and Investors. We kindly ask that during the event you please observe the guidelines below:

✓ **Do use branded GIFs**

Do use The Run For A Million branded GIFs in your stories.

✓ **Represent The Run For A Million**

Your social media accounts are a reflection of our event. Please be mindful of your posts and ensure they align with the values and image of The Run For A Million.

✓ **Promote Positivity**

Use your social media platforms to share positive team achievements, events, and community involvement.

✓ **Sponsor Acknowledgement**

When mentioning sponsors on social media, do so in a positive and appreciative manner. Use any specified hashtags or mentions provided by The Run For A Million.

X Don't change The Run For A Million logo(s)

Use approved, supplied brand content only.

X Don't mention controversial subjects

Don't mention politics, controversial subjects or political movements in posts or stories about The Run For A Million.

X Don't promote outside events

Don't post or promote other organizations or events outside of The Run For A Million.

X Don't use UNAPPROVED trademarks

Don't use trademarks not approved by The Run For A Million in content or copy (i.e. #Oscars, other brand names, movie titles, songs, etc.).

X Don't change approved content

Don't change approved video, photo or copy in any way including adding filters or cropping content.

X Don't make negative comments

Don't make negative comments about The Run For A Million or affiliates.



THE RUN FOR A MILLION
2024