

## Communication & Visibility Guide for Official Partners

*Make your presence visible. Inspire others. Join the movement.*

### Welcome to the movement.

As an Official Partner of the European Week of Winter Sport (EWWS), you are now part of a growing network committed to making winter sport more visible, accessible, and meaningful across Europe.

This short guide is here to help you communicate your involvement, activate your territory, and give visibility to your role in the EWWS network.

#### 1. Start by sharing the news

Let your network know you're part of the EWWS!

We suggest you:

- Publish a short news article on your **official website**
- Add a highlight in your next **newsletter**
- Share a **post on your social media channels**

To make this easier, we've prepared ready-to-use content on [www.wintersportweek.com/partners-resources](http://www.wintersportweek.com/partners-resources)

#### 2. Promote participation in your territory

Whether you're a public body, a federation, or a local authority, one of the best ways to contribute is by spreading the word and inviting others to join the Week — especially schools, clubs, and small community organizations.

You can:

- Encourage local event organizers to **register their events** on our platform → <https://wintersportweek.com/event-registration/>
- Use your website, mailing lists, and local networks to share the **open call**

### 3. Stay connected with the campaign

Always tag our **official profiles** and use our **official hashtags** in your social media content:

- Instagram: @wintersportweek
- Facebook: Winter Sport Week
- Hashtags: #WinterSportWeek #EWWS2026 #BeActiveInWinter

By tagging us, we can amplify your voice and share your posts with a wider European audience.

### 4. Help us find your best content

We're always looking for inspiring examples from the field. If your local organizers share great content, you can help us spot it! Forward links, photos, or materials to [info@wintersportweek.com](mailto:info@wintersportweek.com)

We may feature them on our website or social channels.

### 5. Get involved in the EWWS Contests

Remind your network that EWWS runs two exciting contests:

- **Top 5 Best Photo & Video Contest** → open to everyone from 1–28 February  
<https://wintersportweek.com/promocontest>
- **Best Sustainable Solutions Award** → reserved for registered events during EWWS

### Questions? Suggestions?

You're never alone in this. The EWWS Coordination Team is here to support you.

Get in contact with us at <https://wintersportweek.com/contact/> or reach out to your *National Coordinating Body*.

Let's make this a week to remember — together.

***Thank you for being an Official Partner of the European Week of Winter Sport.***