



WILD & SCENIC[®] FILM FESTIVAL

where activism gets inspired



ALLIANCE

for the Chesapeake Bay

PROMO TOOLKIT

Wild & Scenic Film Festival

INTRODUCTION

Welcome! Please use this guide and its resources to help the Alliance promote its 4th Annual Wild & Scenic Film Festival with your network. In this packet, you will find sample social media posts, photos, and general event language.

Please tag the Alliance in your social media posts, so we can help cross promote!

Facebook: @AllianceForTheBay **Instagram:** AlliancefortheBay **Twitter:** @AllianceforBay

SOCIAL MEDIA SAMPLE POST

- Join me and the Alliance for the Chesapeake Bay for an evening of films that inform, inspire, and ignite solutions to restore the earth and our communities! Purchase tickets to a fun event that supports a great cause at allianceforthebay.org/WSFF.
- It's back and better than ever! The Alliance for the Chesapeake Bay's Wild & Scenic Film Festival is on January 13, 2022 and you won't want to miss it. Learn more at allianceforthebay.org/WSFF
- Wild & Scenic Film Festival: inspiring action and a sense of adventure one film at a time! Purchase tickets and learn more at allianceforthebay.org/WSFF.
- The @AlliancefortheBay's 4th Annual Wild & Scenic Film Festival inspires action and raises awareness. I'm excited to attend this year's virtual event on January 13, and you should join us! Visit <https://htru.io/RRxl> to purchase tickets and learn more!
- Kick off 2022 at the @AlliancefortheBay's Wild & Scenic Film Festival on January 13! The event showcases films that celebrate our planet and share inspiring stories about conservation, adventure, activism, and fun. Prepare to be inspired and purchase tickets by visiting <https://htru.io/RRxl>.
- In the peak of winter, the @AlliancefortheBay's Wild & Scenic Film Festival provides warmth, inspires action, and raises hope. You won't want to miss it. Learn more and purchase your tickets today at <https://htru.io/RRxl>.





TIPS & TRICKS

1. Use your own personal photos to show your support and tell your Film Fest story. Alternatively, feel free to use the Alliance's WSFF graphics for your post.
2. Make sure to use #hashtags in your post! Some suggestions are below, but feel free to create your own.
 - #AllianceWSFF
 - #FilmFestForTheBay
3. Instagram: Insert the event page link (allianceforthebay.org/WSFF) in your bio, that way your supporters will be able to navigate to the page right from the app!
4. Try tagging the Alliance in your social media posts so we can cross-promote! This helps your post reach more people.
 - **Instagram:** [AlliancefortheBay](#) ([Click here](#) to learn how to tag an account in an Instagram post)
 - **Facebook:** [@AllianceForTheBay](#) ([Click here](#) to learn how to tag an account in a Facebook post)
 - **Twitter:** [@AllianceforBay](#) ([Click here](#) to learn how to mention an account in a Twitter post)

DOWNLOAD GRAPHICS HERE



ABOUT THE 4TH ANNUAL WILD & SCENIC FILM FESTIVAL

Since 2019, the Alliance has brought communities in Maryland, Pennsylvania, Virginia, and Washington, DC together by hosting the Wild & Scenic Film Festival in all four regions on the same night. In the peak of winter, the Film Festival provides warmth, inspires action, and raises hope.

The Wild & Scenic Film Festival brings together incredible selections of films that inform, inspire, and ignite solutions and possibilities to restore the earth and human communities while creating a positive future for the next generation.

In January 2022, Film Festival attendees can expect to view award-winning films that celebrate our planet and share inspiring stories about conservation, adventure, activism, and fun. The Alliance's CEO, Kate Fritz will reflect on the [Alliance's 50th Anniversary in 2021](#) and share insights on Alliance goals as we look forward to the next 50 years of watershed restoration. Our program will also showcase important project updates across the Alliance's four program areas of [Forests](#), [Agriculture](#), [Green Infrastructure](#), and [Stewardship & Engagement](#).

Additionally, there will be chances to win raffle items, virtually engage with sponsors and other attendees, and opportunities to learn how we can take action as environmental stewards.

Ticket prices start at \$25, and all tickets come with 5 days of on-demand access to the Film program – so if you can't make the live screening on January 13th, you still have 5 days to watch it as many times as you'd like.

WHAT: The Alliance for the Chesapeake Bay's 4th Annual (*and Virtual*) Wild & Scenic Film Festival

WHEN: 7PM January 13, 2022 and all attendees will be able to re-watch the films for 5-days

WHO: The Alliance for the Chesapeake Bay is hosting and anyone is welcome to attend

WHY: Join the Alliance and support our mission while enjoying beautiful, inspiring films!

More information can be found at allianceforthebay.org/wsff.

