

## **Digital Networking Scholarship**

### **General Overview**

The Calgary Stampede Junior Steer Classic will award one (1) \$1,000 scholarship to an individual who engages social media to help promote our show. Posts can include but are not limited to videos, images, tweets, polls, etc. that create a buzz about the show, and events leading up to it.

Scholarship applicants can choose any or all three of the following platforms to promote the Calgary Stampede Junior Steer Classic:

- Facebook (Tag @Calgary Stampede Junior Steer Classic)
- Twitter (use hashtag #CSSteerClassic)
- Instagram (Tag stampedesteerclassic, or mention stampedesteerclassic in a comment under your video post)

### **Selection Criteria and Duration**

- Applicants will create posts to highlight any topic of their choosing pertaining to the Junior Steer Classic. Posts should INTRIGUE viewers, ENGAGE attendees, and EXCITE the audience about the event.
- Posts should actively promote the event and invite other users to share their content
- Posts should be created with both urban and rural audiences in mind – we want both audiences to share in our event
- Application materials will be judged on the following criteria
  - Engagement from audience (40 points)
  - Quality of posts (Creativity and Production value) 40 points)
  - Quantity of posts (20 points)
- Application materials will be accepted from the publication of entry forms up to 11:00 am, Sunday, July 15, 2018.
- Applications will be judged by a jury selected by the Calgary Stampede Steer Classic Show Committee.

### **Notification of Recipients**

Scholarship recipient shall be notified on July 15, 2018 following the conclusion of the Calgary Stampede Junior Steer Classic.

### **Additional Information:**

- Submissions will only be accepted if the above requirements are met. (Ex. If you make a post but do not properly tag the Calgary Stampede Junior Steer Classic, it will not be accepted).
- Jury decisions are final
- Applicants must be a paid entrant in the 2018 Calgary Stampede Steer Classic. However, entrants do not have to show their steer to be eligible for this scholarship.