

SCHOOL FESTIVAL



MARKETING AND PR TOOLKIT

Use these templates to help you spread the word of your Bring the Power School Festival Day to your school community in your school email newsletter, website and social channels.

Email template

Email subject line: **[insert school name]** is ready to Bring the Power!

Email contents:

At **[insert school name]** we are excited to take part in the *Bring the Power: School Festival* in the lead up to the Birmingham 2022 Commonwealth Games. With this momentous occasion uniting nations and territories together as a global community, students will get the chance to learn about the event and to Bring the Power to our school for the start of the Games in July.

Whether it's a sports day, music festival or community gathering, help us create our own *Bring the Power: School Festival Day* at **[insert school name]**. The sky's the limit - we will be incorporating our passions, whatever they may be, into an event of our choosing and let our creativity run wild!

Help us get excited for the Commonwealth Games with our Bring The Power event!

Social media post templates

Post 1:

The Birmingham 2022 Commonwealth Games is coming this July, so it's time to #BringThePower and get ready for this global event! Young people will be taking control and organising a *Bring the Power: School Festival* event so listen up for more updates! #B2022

Post 2:

The Birmingham 2022 Commonwealth Games is coming to Birmingham and the West Midlands in July! We're getting ready to #BringThePower for this global event by hosting our own *Bring the Power: School Festival Day* at **[insert school name]** on **[insert date(s)]**. Help your child take part in the event and show your support for #B2022.

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Press release template

[Date] **[Month]** 2022

[insert school name] is thrilled to take part in the Birmingham 2022 Commonwealth Games *Bring The Power: School Festival*

The Birmingham 2022 Commonwealth Games is taking place this summer, bringing together athletes and supporters from 72 different nations and territories. This month marks the launch of *Bring The Power: School Festival*, which will excite and inspire young people in the lead up to the Games and help them discover how they can Bring the Power of the Games to their school community.

This momentous event is a chance for us to come together as a global community, and young people from across England are being asked to take part by hosting their own events and whole school activities, while learning to become agents of change along the way.

[insert school name] will be taking part in the programme and Bringing the Power of the Games by hosting a unique student-led event. The event will feature **[insert school event details]** offering a chance for the whole school community to get involved in the action.

Bring the whole family out to support us and our school at our upcoming *Bring The Power* event on **[insert date(s)]**.

Ends

For more information contact:

<School representative's name> on **<telephone number>** or at **<email address>**.

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Image assets

Social image asset:



Email banner:

