



## **JUNIOR STEER CLASSIC DIGITAL NETWORKING SCHOLARSHIP**

### **General Overview**

The Calgary Stampede Junior Steer Classic will award one (1) \$1,000 scholarship to an individual age 13-21 years old 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 a.m., Sunday, July 14, 2019.
- 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 14, 2019 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 and be between the ages of 13 and 21 years old. However, entrants do not have to show their steer to be eligible for this scholarship.