Bank of America Chicago Distance Series
2024 Sponsor social content guidelines

Overview
As the social media landscape continues to evolve, our partners want to evolve with it and adapt their contractual assets to be as impactful as possible. To streamline what each partner is able to do on our event-owned channels, we have outlined guidelines based on partner level and platform.

Official and Supporting Partners

Instagram
- *Instagram stories:* Available for all messaging. Our preferred placement for sponsor content. Partners are eligible to create up to 2 slides per post.
    - *Specs:*
        - *Copy:* Maximum 80 characters
        - *Creative:* 1080 x 1920 px
- *Feed posts:* Available for key moments. The content must feel like something the event would post on its own and be clearly related to the participant experience. Content must be mutually agreed upon. If the content does not match the channel's voice/content themes the event reserves the right to decline sharing the post.
    - *Examples:* Participant item announcement, exciting event specific activation
    - *Specs:*
        - *Video (Reel):* 1080 x 1920 px
        - *Photo:* 1000 x 1000 px
        - *Copy:* Maximum 2,200 characters
- *Collaboration posts:* Available for significant event participant experience announcement/updates. The content must feel like something the event would post on its own. Content must be mutually agreed upon. If the content does not match the channel's voice/content themes the event reserves the right to decline the collaboration.
    - *Examples:* Participant item announcement, exciting expo activation
    - *Specs:*
        - *Video (Reel):* 1080 x 1920 px
        - *Photo:* 1000 x 1000 px
        - *Copy:* Maximum 2,200 characters

Facebook: Available.
- Specs:
    - Video (Reel): 1080 x 1920 px
    - Photo: 1000 x 1000 px
    - Copy: Maximum 500 characters

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Twitter/X: Available.

- Specs
    - Video: 800 x 450 px
    - Photo: 1600 x 900 px
    - Copy: Maximum 280 characters

YouTube: Available for long-form videos produced by the partner. Content must feel authentic and relevant to the participant experience. Content must be mutually agreed upon. If the content does not match the channel's voice/content themes the event reserves the right to decline sharing the video.

Examples: Training tips, runner story

- *Specs:*
    - *Video:* 1920 x 1080 px
    - *Copy:* Headline: 3-8 words; caption: 5,000 characters

Timing of content

Official and supporting level partners can post up to twice a month in the two months leading up to the event, and once a month every other month. Posting on multiple platforms on the same day qualifies as one post. Dates to be agreed upon with event.

Schedule

- Bank of America Chicago Marathon
    - 1 post per month: January – August and November – December
    - 2 posts per month: September – October
- Bank of America Shamrock Shuffle
    - 1 post per month: January, April and October – December
    - 2 posts per month: February – March
    - Posts not recommended: May – September
- Bank of America Chicago 13.1
    - 1 post per month: January – April, July and October – December
    - 2 posts per month: May – June
    - Posts not recommended: August and September

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Associate, Media, Community and Vendor Partners

Instagram
- *Instagram stories:* Available. for all messaging. Our preferred placement for sponsor content. Partners are eligible to create 1 slide per post.
  - *Specs:*
    - *Copy:* Maximum 80 characters
    - *Creative:* 1080 x 1920 px
- *Feed posts:* Not available.
- *Collaboration posts:* Not available.

Facebook: Available.
- Specs:
  - Video (Reel): 1080 x 1920 px
  - Photo: 1000 x 1000 px
  - Copy: Maximum 500 characters

Twitter/X: Available.
- Specs
  - Video: 800 x 450 px
  - Photo: 1600 x 900 px
  - Copy: Maximum 280 characters

YouTube: Not available.

Timing of content
Associate level partners and below can post up to once per month. Posting on multiple platforms on the same day qualifies as one post. Dates to be agreed upon with event.

Social Media Best Practices
Sponsor social media posts must be viewed as engaging to the event's participant. Please draft the copy speaking from the event's voice vs. the brands. Copy may be tweaked by event social media team to match event voice. Brand equity messages will not be accepted.

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Sponsor to follow this process when submitting a request to utilize this asset:
- Update and send social worksheet <u>at least two weeks</u> before the desired post date(s).
- Event to edit and share final content one week prior to post date.
- Posts that do not follow this process will not be accepted.

Type of posts that do well with our running community:
- Relevant information to runners
    - Participant item announcement
    - Brand's unique activation plan at the event
    - An offer or sweepstakes to win an item
    - Training tips
    - Impactful runner stories
- Utilizing engagement features within platform (ex: polls in Instagram stories).
- Videos with event footage incorporated.
- Creative must be graphically pleasing. Please use running or race-related creative. Stand-alone logos are not recommended.