

POWERED BY



Everything you need to help your clubs join the fun
and compete for exclusive Bauer prizes

#SNAPTOTHEICE

CHALLENGE TOOLKIT





Get Your Team in the Game

The #SnapToTheIce Challenge is here! We're teaming up with Bauer to celebrate the heart of youth hockey, and we want your team or club in on the action. Each month brings a new challenge, with amazing Bauer gear and a \$1,000 club donation up for grabs.



How to Enter

1. Snap a photo or video that matches the theme
 2. Share it on Instagram or Facebook
 3. Tag **@TeamSnap** and use **#SnapToTheIce**
- That's it — you're entered to win!

Timeline

Phase I

AUG 5 – 31: "Gearing Up Challenge"
Show your team's pre-season prep, new Bauer gear, or fresh jerseys.

PRIZES:

Weekly drops of NEW Bauer gear

Phase II

SEPT 1 – 30: "Skill Showdown"
Highlight your team's top hockey moves or creative drills.

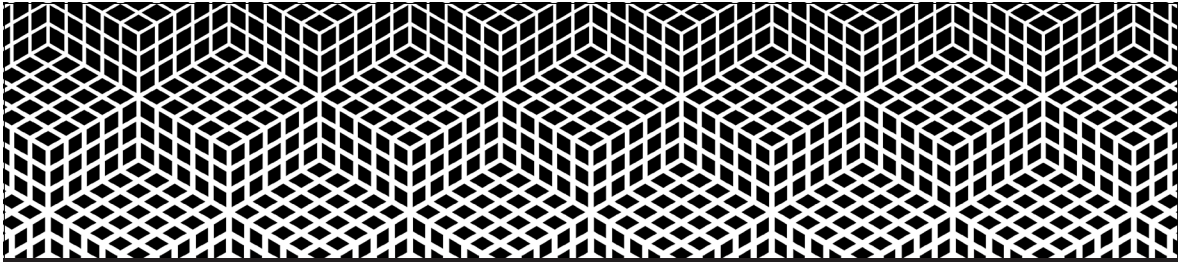
PRIZES:

\$1,000 club donation + Bauer pack + social spotlight



EMAIL TEMPLATE

Kick Off the Season with a Shot at Bauer Prizes



Hi [First Name],

We're excited to share a special challenge from TeamSnap and Bauer Hockey — and we'd love your family to take part.

Throughout August and September, families across the country are showing off their hockey pride by joining the **#SnapToTheIce Challenge**.

Just post a photo or video on Instagram or Facebook
Tag @TeamSnap and use the hashtag **#SnapToTheIce**
You'll be entered to win brand-new Bauer gear &
a \$1,000 club donation!

Let's show off our passion for the game and win some awesome prizes while we're at it.

[Your Club/Team Name]



SOCIAL POSTS + HASHTAGS

Plug-and-Play Social Captions

Use these pre-written posts on your organization's Instagram or Facebook, or copy and paste to share with families:

Post 1

Show us how your squad is getting ready for the season!

Post a photo with your Bauer drip, tag @TeamSnap, and use #SnapToTheIce for a chance to win gear.

Post 2

Skills on skills. Let's see those toe drags, slapshots, and spins!

Drop your best hockey move, tag @TeamSnap + use #SnapToTheIce — and you could score big with Bauer.

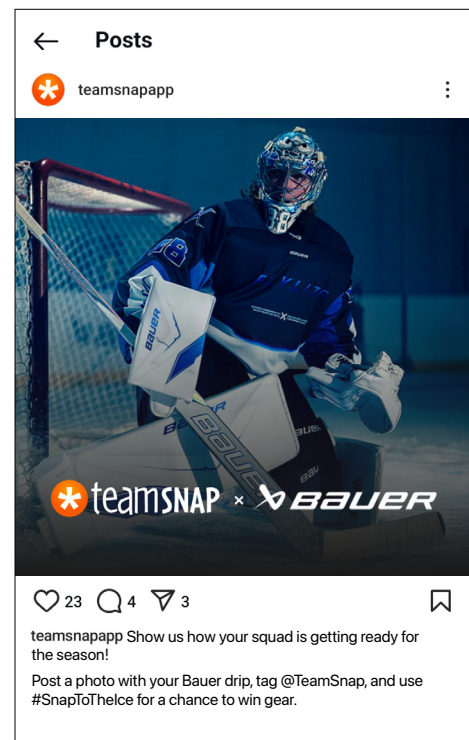
Post 3

Win gear. Win glory. Win a \$1,000 club scholarship.

Join the #SnapToTheIce Challenge by posting your photo or video today!

HashTags

#SnapToTheIce
#YouthHockey
#TeamSnap
#TeamSnapHockey
#Bauer





IG STICKERS + GIFS

Hype Up The Contest on Social

Included in this toolkit are some IG stickers and GIFs to help families and teams share their entries with flair.

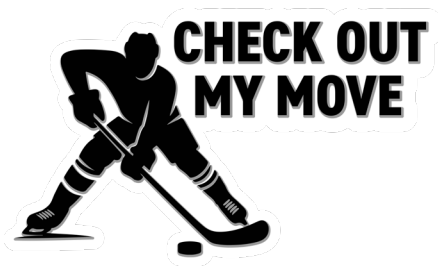
Use these to:

- ☒ Promote the challenge
- ☒ Show off Bauer gear
- ☒ Spotlight your team

Stickers

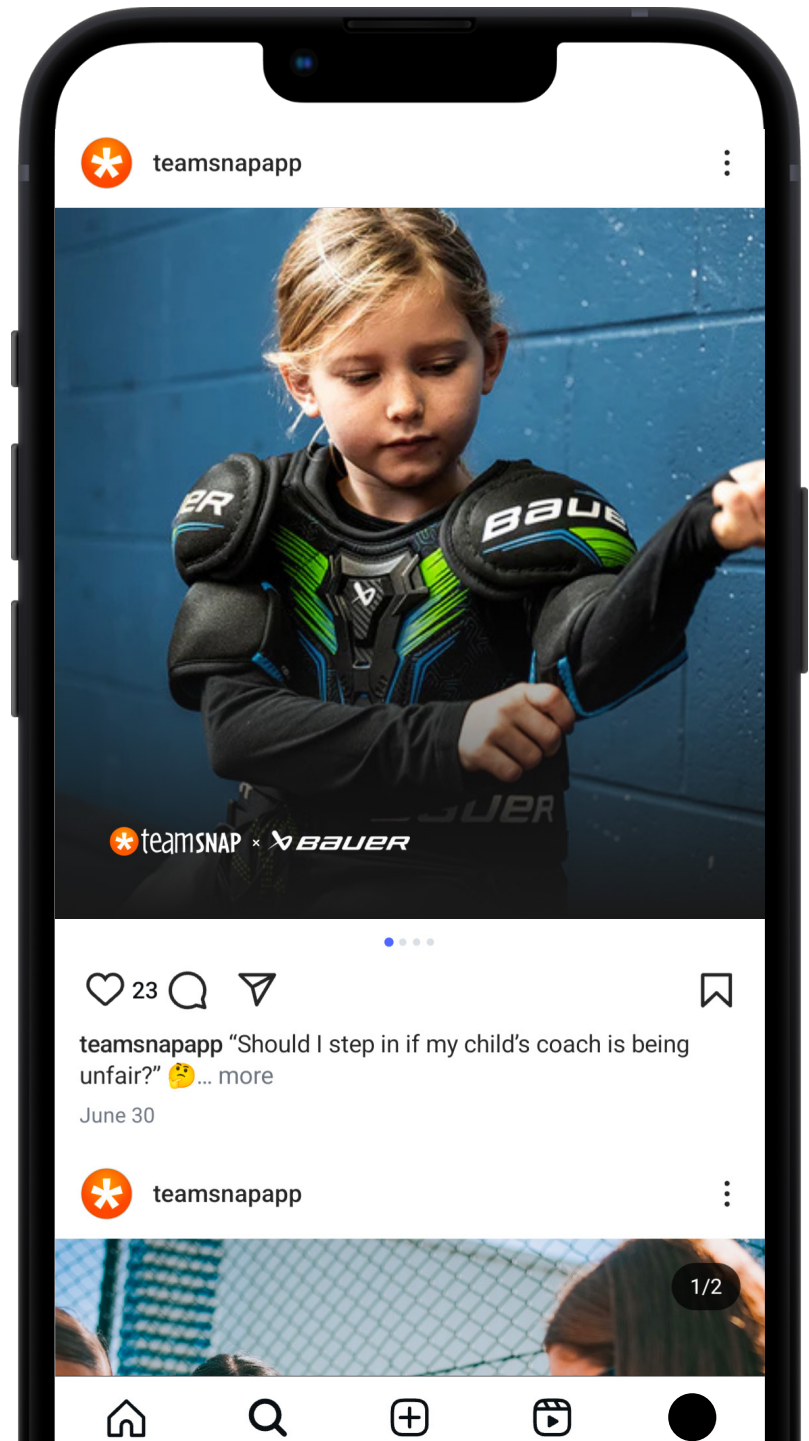


#SNAPTOTHEICE



DOWNLOAD HERE

or find on IG by searching
TeamSnap





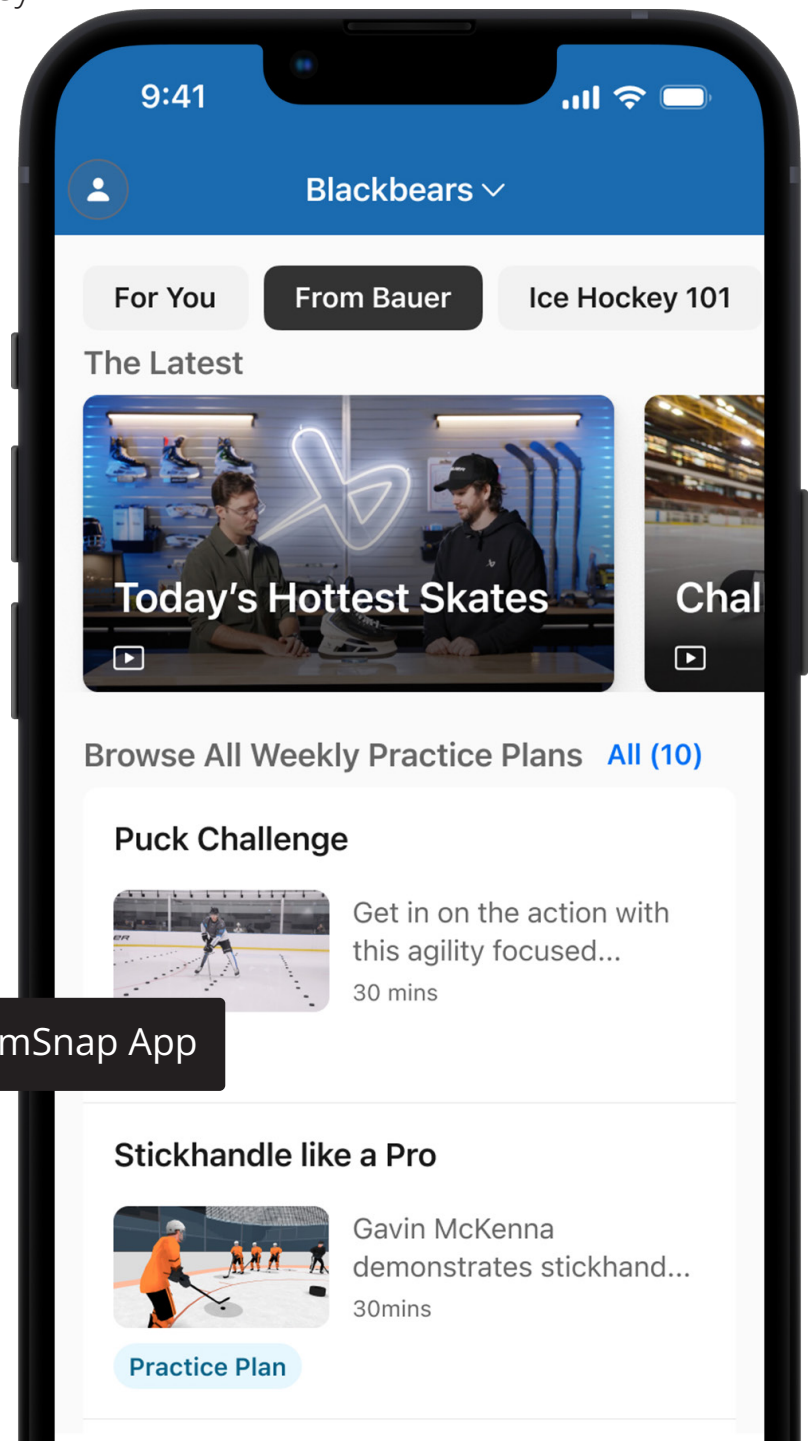
COACHING CONTENT LINKS

Give Your Practice a Pro Boost

As part of this partnership, Bauer and TeamSnap are delivering expert-led drills, practice plans, and hockey training tips available in the TeamSnap app.

Find content for:

- ☒ Stickhandling and skating
- ☒ Age-specific drills
- ☒ Team challenges & skill builders



View Coaching Content in the TeamSnap App