POWERED BY

teamSNAP × BAUER

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.



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**

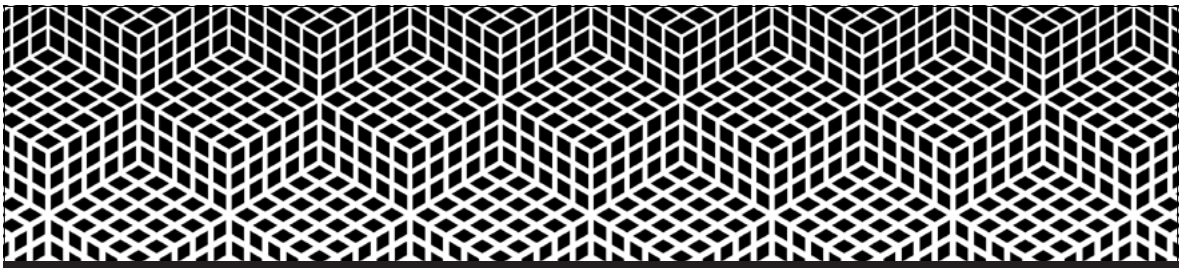
That's it — you're entered to win!

Timeline

Phase I	**SEPT 5 – 30:** "Gearing Up Challenge" Show your team's pre-season prep, new Bauer gear, or fresh jerseys.	**PRIZE:** FREE Bauer Gear Pack!
Phase II	**OCT 1 – 31:** "Skill Showdown" Highlight your team's top hockey moves or creative drills.	**PRIZE:** Bauer Gear Pack Round 2!

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:

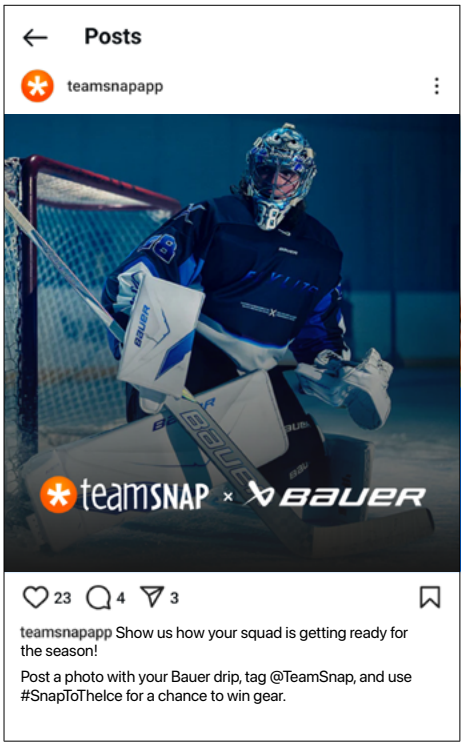
HashTags

#SnapToTheIce
#YouthHockey
#TeamSnap
#TeamSnapHockey
#Bauer

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.

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

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

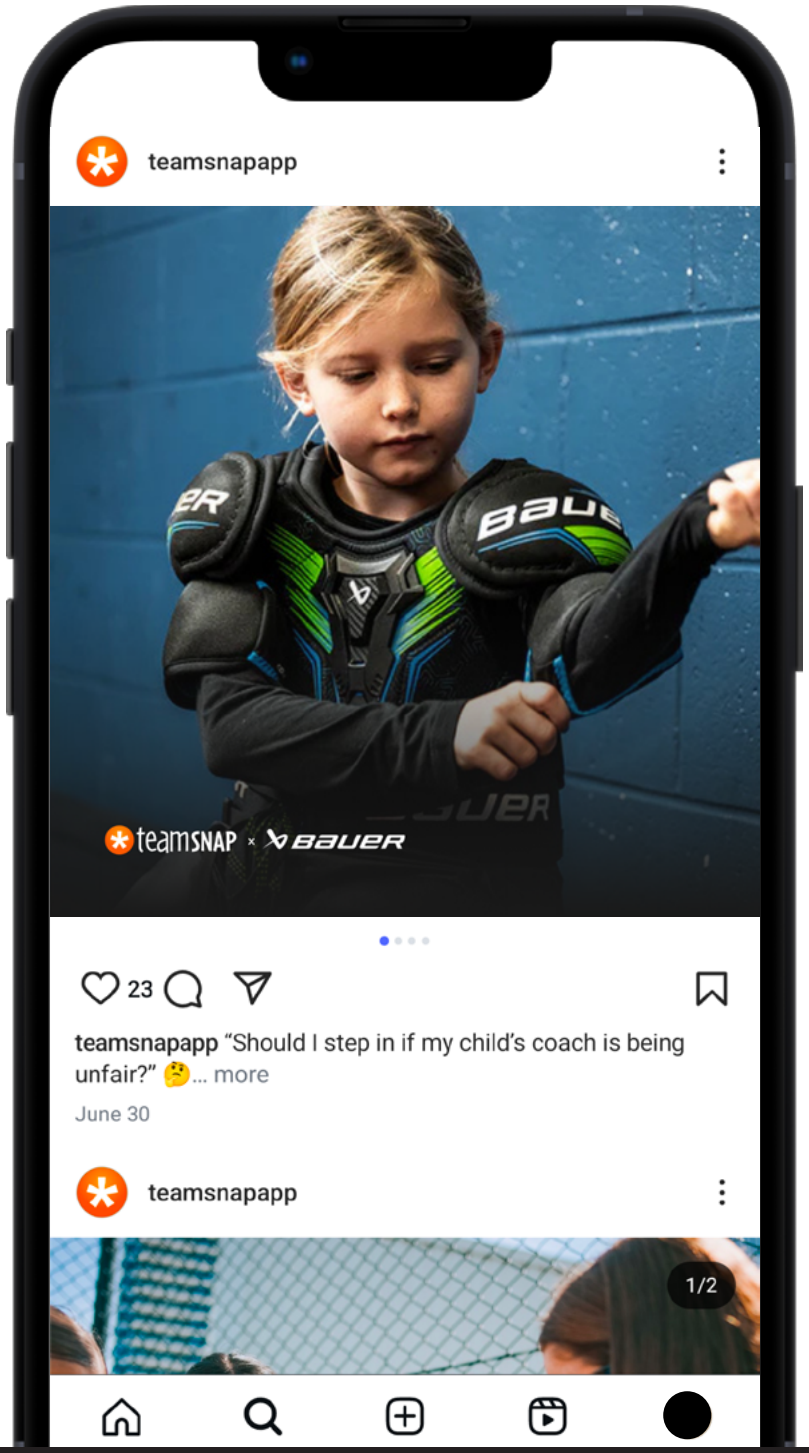
teamSNAP × BAUER

#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

