vinNEBRASKA 2025 Bubbles Marketing Toolkit

1. How to Customize and Use the Toolkit
    a. Replace all [bracketed fields] before sending in any email or social post.
    b. Subject line and body can be tweaked for tone but should retain the ticketing link and $100 donation detail.
    c. Send first email no later than August 22nd. Tickets go live on the 15th, but you know your audience best. Use your analytics to determine the best time to send your email to your audience.
    d. Social media images #2 & #3 allow a space for your logo, please insert.
2. Social Media Usage
    a. We've provided you with 3 images to use for at least unique posts.
    b. We'd like you to announce on your social platforms on the 15th of August (day tickets go live) and post at a minimum of once in September and once in October. Feel free to post more frequently to engage your donors.
    c. Make sure to follow vinNEBRASKA Foundation on its social channels as indicated below:

        Social Media Handles

        Facebook: @vinnebraska
        Instagram: @vinnebraska
        LinkedIn: @vinnebraska or https://www.linkedin.com/company/vinnebraska/
    d. If you see a post on our social channels, please like, share and comment to engage donors.
3. Ticket link and tracking reminder
    a. All tickets must be purchased through the following link: www.vinnebraska.com/bubbles
    b. Guests must select your organization's name at checkout to ensure the $100 is attributed correctly.
    c. Please confirm the correct spelling of your charity name on the site.

vinNEBRASKA 2025 Bubbles Marketing Calendar

August 15: Launch Day

- **Tickets go on sale!**
- **First Promotional Email**: Send Email #1 to your full supporter list using the provided template. Don't forget to change the highlighted text to personalize and configure the link to the ticket landing page (https://vinnebraska.com/bubbles/). You can also utilize the email header provided in the toolkit.
- **vinNEBRASKA Email**: Email to all vinNEBRASKA supporters featuring all the Bubbles event will be sent.
- **Your Social Media Post:** Post Image #1. To make your life easier, copy and paste this caption:

  🍾 Save the date!
  Bring on the Bubbles is back November 15 at Lied Lodge.
  Enjoy sparkling wine, gourmet food pairings, and support [Your Organization]. Just select us when buying your ticket!
  www.vinnebraska.com/bubbles
  #SipAndSupport #BringOnTheBubbles

- **vinNEBRASKA Social Media Post**: We will post to our social channels (FB, Insta, LinkedIn). Please like, share, and comment to increase visibility.

🎯 **Action:**
✓ Send your email
✓ Post to your social media accounts
✓Like & share vinNEBRASKA's launch post

Sunday, August 17 | Tuesday, August 26 | Thursday, September 4

- **Reels scheduled on vinNEBRASKA's Instagram/Facebook**

🎯 **Action:**
✓ Like, share, comment, and repost to your stories/pages

vinNEBRASKA

September:

- In any of your monthly or quarterly communications, don't forget to include a reminder to buy tickets to the Bubbles event.
- You are encouraged to use Image #2 in September. There's a spot in this image to add in your logo. Feel free to use the following caption:

  ✨ Sip bubbles. Support local. ✨
  Join us at *Bring on the Bubbles*, a sparkling wine celebration benefiting amazing charities like [Your Org]!
  📍 November 15 | Lied Lodge
  🎟️ $150 tickets | $100 goes to the charity you choose!
  www.vinnebraska.com/bubbles
  #BringOnTheBubbles #vinNEBRASKA #SipForACause

🎯 **Action:**

✓ Use toolkit assets and repurpose vinNEBRASKA's content

✓ Emphasize ticket link and that $100 goes directly to your charity if selected

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October:

- In any of your monthly or quarterly communications, don't forget to include a reminder to buy tickets to the Bubbles event. The more you promote & sell tickets, the more $$ you receive in donations.
- You are encouraged to use Image #3 in October. There's a spot in this image to add in your logo. Feel free to use the following caption:

  🍷 Weekend plans?
  Make it a sparkling getaway!
  Bring on the Bubbles at Lied Lodge getaway packages include optional room packages, wine masterclasses, and a night to remember. Bubbles event is Saturday, November 15!
  🎟️ Choose [Your Org] when you grab your ticket now!

www.vinnebraska.com/bubbles
#WineForACause #vinNEBRASKA

- **Quarterly Email from vinNEBRASKA:** will feature **all participating charity partners** and include a fresh push for ticket sales

🎯 **Action:**

✓ Use toolkit assets and repurpose vinNEBRASKA's content

✓ Emphasize ticket link and that $100 goes directly to your charity if selected

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November 3: Second Email to Supporters

- Send Email #2 to your full supporter list (suppress any supporter who has purchased tickets) using the provided template. Don't forget to change the highlighted text to personalize and configure the link to the ticket landing page (https://vinnebraska.com/bubbles/). You can also utilize the email header provided in the toolkit

🎯 **Action:**

✓ Send your email

✓ Post to your social media accounts

✓Like & share any vinNEBRASKA posts

November 10: Final "Last Chance" Email

- Send Email #3 to your full supporter list (suppress any supporter who has purchased tickets) using the provided template. Don't forget to change the highlighted text to personalize and configure the link to the ticket landing page (https://vinnebraska.com/bubbles/). You can also utilize the email header provided in the toolkit

🎯 **Action:**

✓ Send your email

✓ Post to your social media accounts

✓Like & share any vinNEBRASKA posts

November 14: Final Day for Ticket Sales

- All marketing pushes should end by this date.

🎯 **Action:**
✓ Share one last countdown story or post to capture final interest!

November 15: Event Day!

- **Bring on the Bubbles** at Lied Lodge
- Celebrate, network, and thank your supporters!

December 15 (Estimated): Payout + Post-Event Content

- Charity payout distribution
- vinNEBRASKA will provide **photos and videos** you can use to:
  - ✅ Thank supporters
  - ✅ Highlight impact
  - ✅ Promote future participation

🎯 **Action:**
✓ Post a **thank-you message** using the provided visuals (will be available after the event)
✓ Tag vinNEBRASKA and mention results if desired

📣 **Questions?**
If you have any questions or need assistance, feel free to reach out to the vinNEBRASKA marketing team at christa@vinnebraska.com and hallie@amsuccessagency.com

We are honored to partner with you for this incredible evening of wine, generosity, and celebration!
Warmly,
Christa & Hallie