

Athlete Social Media and Image Guidelines

Welcome to the 2019 Winter Games NZ!

We are stoked to have you here with us and want to help showcase your talent by providing high resolution images that you are welcome to use!

Our team will provide imagery for you to share on your social channels. This media is free to use providing you adhere to the guidelines in this document.

To access the imagery head to our Digital Asset Management system:

DAM: Bynder - <https://wintergamesnz.bynder.com>

Username: media@wintergamesnz.kiwi

password: WinterGamesNZ

When searching for images of yourself either search your name or click the Tab and you can filter your search by venue and event. We aim to tag you by name in all of your images but sometimes we can't read the bib numbers so always worth a look through the image assets for your event.

WGNZ Social Channels

- Instagram - @wintergamesnz
- Facebook (all posts) - @Winter Games NZ
- Facebook (Freeride posts) - @The North Face Frontier
- Twitter @wintergamesnz

WGNZ imagery Guidelines for posting on any of your social channels:

1. In the **caption** of your image please use the handle @wintergamesnz and the hashtag #WGNZ
2. In the **image** please tag @wintergamesnz
3. Please enter the location of the event venue where the image was taken e.g. Cardrona Alpine Resort, NZ and tag @cardronanz in the **caption or image**.

Please understand that it is important that you follow these guidelines and respect our brand, our partners and our sponsors as it will enable us to continue to share images with athletes in the future.

We are also happy for you to send imagery for your sponsors, partners and brands to share.

Our images are to be used **on their social channels ONLY** and they also must adhere to the guidelines outlined above. Please send any imagery to your sponsors accompanied by this document so that they have all the information necessary to tag and credit correctly.

Please check in with Marketing Manager Sophie Luther before sending our imagery to a direct competitor to any of our partners.

sophie@wintergamesnz.kiwi

Here's a list of our sponsors & media/marketing partners so that you can avoid possible clashes with rival sponsors:

NZ Major Events
QRC

Presenting Sponsors

Cardrona
Coronet Peak
The North Face
Queenstown Resort College

National Sponsors

Sky TV
Forsyth Barr

Support Sponsors

Mons Royale
Skyline Luge
Touchdown Rentals
Swiss Belsuites
Expandesign
Te Wanaka Lodge

Media and Marketing Partners

Mediaworks Radio
Queenstown Airport
Red Bull

2009
2010
2011
2012
2013
2014
2015
2016
2017
2018