

FSA BIKE FESTIVAL

RIVA DEL GARDA

Ciao!

Thank you for choosing to be a part of this brand-new edition of the FSA Bike Festival Riva del Garda. This year is going to be special: we are celebrating the 30th anniversary of this event born and raised on the beaches of Garda Trentino. Did you know that nowadays is the largest bike expo in Europe? And to make it even more epic, we would like you to be an active part of it!

That's why we've created this toolkit to help you communicate it in the best way on your channels and be protagonist on our community.

SOCIAL MEDIA MARKETING

New style, new logo, new website, and brand-new social channels: are you following us already?

 facebook.com/bikefestivalriva

 instagram.com/bikefestivalriva

You can engage with our content (with comments, likes, shares); this will increase the visibility of both pages/profiles and be part of the festival. When you create a post or story on your social channels, always remember to use:

tag/mention

[@bikefestivalriva](#) [@gardatrentino](#)

hashtag

[#BikeFestivalRiva](#) [#GardaTrentino](#)

LOGOS AND CI

Flyers, graphics, prints... Here's our logo to personalize your online and offline communication. [In this folder](#), you'll find all the graphic formats and the brand manual so you can make the most of our brand.

PHOTOS AND VIDEOS

[At this link](#), you'll find a collection of photos and the official video to use for your communication. We only ask that you credit the following -> © APT Garda Dolomiti SpA

NEWSLETTER

Do you want to receive all the latest news and updates first? Subscribe to the newsletter! bikefestivalriva.com