

Macatawa Water Festival

Share Kit



July 13, 2024
9am-1pm

Windmill Island Gardens



Share Kit



On Saturday, July 13, the Macatawa Water Festival will take place on Holland's Windmill Island. Community partners and sponsors will come together to offer water-related activities and educational experiences designed to engage children of all ages to learn about restoring and preserving our lake and watershed. Kayak or bike around the island, learn about native and invasive plants, and perform water quality experiments.

Event Details:

Subject to change

Location: Windmill Island Gardens

1 Lincoln Ave, Holland, MI 49423

Arrival: 7:30am

Set Up: 8:30am

Event: 9:00am-1:00pm

Take Down: 1:15pm

We are asking for your help in promoting the Macatawa Water Festival!

This share kit details four easy ways you can help promote the Macatawa Water Festival, complete with examples. These four ways are:

- 1) Your website (see page 3)**
- 2) Social media posts (see page 4)**
- 3) Newsletter blurbs and other articles (see page 5)**
- 4) An informational flyer (see page 5)**

All media will open when clicked once this interactive share kit is downloaded.

Choose the method of promotion that works best for your organization, whether that's one or all of them. Also feel free to think of ways you can promote the event using your own unique skills, resources, and connections.

If you have any questions, concerns, or suggestions, please reach out to

Maddie at **Maddie@outdoordiscovery.org**.

Thank you for taking the time to consider how you can best promote and publicize the Macatawa Water Festival.

Thank You to our 2024 Sponsors:



Boar's Head Brand

4Front Credit Union

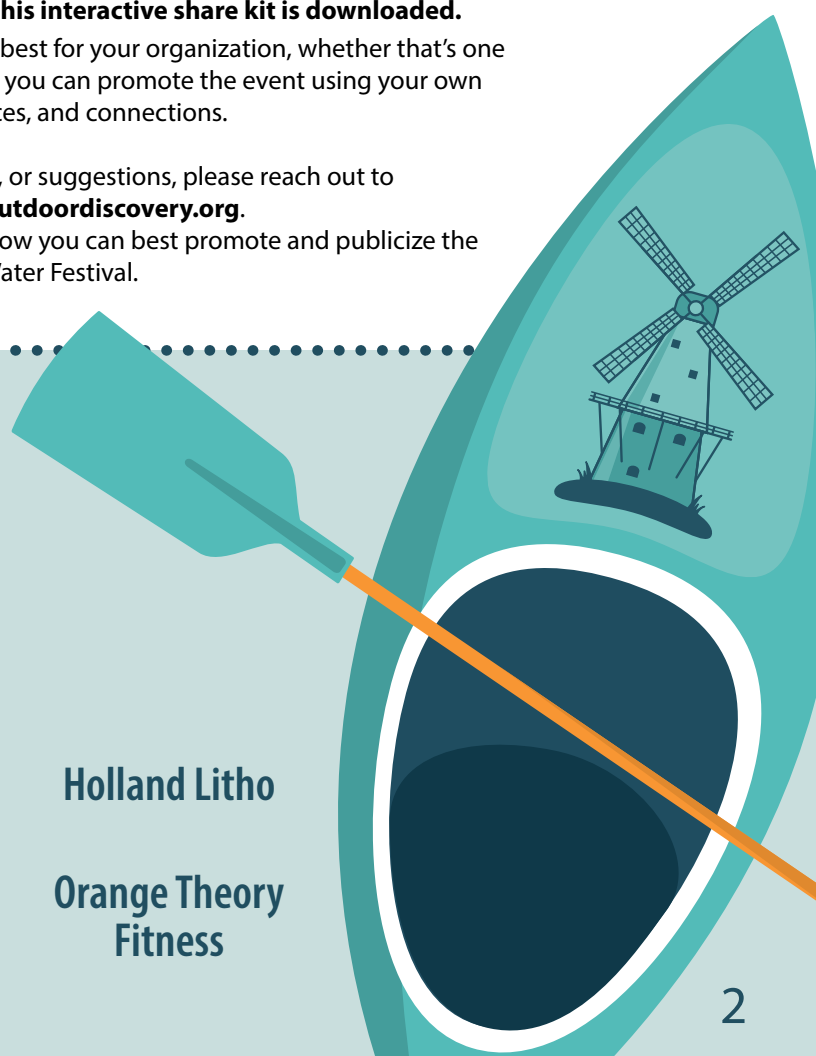
CL Construction

Holland Litho

JR Automation

**Kamminga Family
Charitable Fund**

**Orange Theory
Fitness**



1) Your Website

One of the most effective ways you can help spread the word about the Macatawa Water Festival is by providing an easily found link to the event on your website.

As a main information hub, your website allows potential attendees to simply click and be taken directly to the event page—without any hassle or steps in between.

Putting a highly visible website link on your site also makes it easier to direct people to the event page.

When you're sharing information, it's generally best to say, "If you go to the main page of our site, the link to the Macatawa Water Festival is right there," as opposed to sharing an unfamiliar URL.

Examples of Website Information:

Option A:

Join us Saturday, July 13, for the annual Macatawa Water Festival on Holland's Windmill Island! Community partners and sponsors will come together to offer water-related activities and educational experiences designed to engage those of all ages to learn about restoring and preserving our lake and watershed.

Option B:

Attend the Macatawa Water Festival for a FREE family friendly day of learning about the importance of the Macatawa Watershed. Hands on water-related activities are available for people of all ages provided by numerous community partners and sponsors. Volunteers are appreciated and can sign up at outdoordiscovery.org/macatawa-water-festival.

Option C:

Mark your calendar for Saturday, July 13, for the annual Macatawa Water Festival hosted on Holland's Windmill Island. With activities from numerous community partners you're guaranteed a day of FREE fun for the whole family!

Image: If you would like to include an image/thumbnail with the link on your website, use our Macatawa Water Festival logo below!



2) Social Media Posts

Social media is a quick and easy way to share the event with potential attendees.

Examples Social Media Posts:

Hashtags: Below are ideas of hashtags to include. Feel free to create you own!

#MacatawaWaterFestival #WaterFestival #OurWatershed #MacatawaWatershed #Windmillisland #Holland

Links: It's always great to connect a like to a post for those seeking more information about an event!

Facebook Options:

Option 1:

Mark your calendars for Saturday, July 13 from 9am-1pm for the annual Macatawa Water Festival! This event is FREE fun for the whole family. Attendees will explore our watershed through exciting activities such as kayaking, biking, encounters with live animals, games, and much more provided by community partners and sponsors.

(Hyperlink to the Facebook event or webpage)

Option 2:

Dive into a world of fun and learning on Saturday, July 13 at the annual Macatawa Water Festival! This FREE event offers exciting activities like kayaking, biking, crafts, learning about native seeds, games, and much more. Join us from 9am-1pm at Windmill Island Gardens for a fun experience!

(Hyperlink to the Facebook event or webpage)

Instagram Options:

Option 1:

Join us at the Macatawa Water Festival on Windmill Island on Saturday, July 13, from 9am-1pm for FREE fun for the whole family!

Photos: Here are some great photos to share with your post! You can find more to choose from on our webpage. (Click to open)

3) Newsletter Blurbs

Put the already-established readership of your newsletters and other periodic releases to work in promoting the event. Compared to website links and social media posts, newsletters allow you to share more in-depth information about the event.

Example of Newsletter Blurbs:

The Macatawa Water Festival is a free, family-friendly event taking place on Saturday, July 13 from 9:00am-1:00pm at Windmill Island Gardens. Numerous community partners and sponsors will come together to offer water-related activities and educational experiences designed to engage people of all ages to learn about restoring and preserving our lake and watershed. Kayak or bike around the island, learn about native and invasive plants, play games, encounter live animals and much more!

Or use our design:

4) Flyers and Printouts

Printable handouts are attached below. If you would like any flyers or handouts printed for you, please contact Maddie at maddie@outdoordiscovery.org.