



## 2016-17 #MonstersOpener Countdown

30 Days Social Media Marketing Plan

September 14-October 14

Overview: The #MonstersOpener Countdown will last 30 days from September 14 – October 14. Fans are encouraged to print their own signs (downloadable from [clevelandmonsters.com](http://clevelandmonsters.com)) and take photos to share how they are counting down the days to the #MonstersOpener. Winning fans may have their photos chosen and featured on the Monsters website. (10) Winners will receive Cleveland Monsters gear and 2 tickets to Opening Night at The Q.

Monsters players, staff, entertainment teams, and other personalities will participate throughout the countdown. Each day, at least one photo of a #MonstersOpener sign in the community will be featured on team social media accounts.

#MonstersOpener feature page on the website will include contest rules, all team posts with #MonstersOpener, and fan submissions.



# September

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14 <b>30 DAYS</b> Cleveland sign on E. 9 <sup>th</sup> pier with Sully; Monsters Staff Photo	15 <b>29 DAYS</b> Photos from Crocker Kids; Outside The Q	16 <b>28 DAYS</b> Lukas Sedlak goal video; PublicSquare	17 <b>27 DAYS</b> Fan Winner #1	18 <b>26 DAYS</b> Jamie Sifers holding sign
19 <b>25 DAYS</b> Traverse City* (Madden)	20 <b>24 DAYS</b> Indians game	21 <b>23 DAYS</b> Monsters Hockey Girls appearance in Parma	22 <b>22 DAYS</b> Sonny Milano spin-o-rama goal video ending with Sonny Holding Sign*	23 <b>21 DAYS</b> Traverse City* (TBD Player)	24 <b>20 DAYS</b> Youth Hockey Kids Fan Winner #2	25 <b>19 DAYS</b> Terminal Tower; Cleveland 19 News personalities
26 <b>18 DAYS</b> CBJ Training Camp	27 <b>17 DAYS</b> WWE – Dolph Ziegler	28 <b>16 DAYS</b> Ice Installation at The Q (timelapse)	29 <b>15 DAYS</b> Blue Jackets Staff	30 <b>14 DAYS</b> Monsters Locker Room Fan Winner #3		

# October

M	T	W	T	F	S	S
					1 <b>13 DAYS</b> Hudec Dental 5K	2 <b>12 DAYS</b> Ryan Craig
3 <b>11 DAYS</b> Youth Hockey Kids	4 <b>10 DAYS</b> West Side Market/Ohio City; Gilles-Sweet Elementary	5 <b>9 DAYS</b> 99X Personalities; Stepstone Academy	6 <b>8 DAYS</b> Werenski GR OT goal video; Fox 8 personalities	7 <b>7 DAYS</b> Youth Hockey Kids Fan Winner #4	8 <b>6 DAYS</b> WKYC Health & Wellness Expo Fan Winner #5	9 <b>5 DAYS</b> WEWS Channel 5 personalities; Browns* Fan Winner #6
10 <b>4 DAYS</b> MHC Members Fan Winner #7	11 <b>3 DAYS</b> WKYC Personalities Fan Winner #8	12 <b>2 DAYS</b> Cavs Media Day* Fan Winner #9	13 <b>1 DAY</b> Team Photo Fan Winner #9	14 <b>HOME OPENER</b> Fan Collage	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						