



Student Steel Bridge Competition Sponsorship Marketing Kit

For more than 30 years, one of AISC's most educational and impactful programs for college students has been the Student Steel Bridge Competition. The Student Steel Bridge Competition has a long-established tradition of ethical behavior and professionalism. As an SSBC Sponsor, you play an important role in helping make the competition a success. Please use the materials below to help promote your participation.

Images and Logos

The below examples can be used in your promotion along with any of the images and logos in this [zip file](#).

Style Guide

When talking about the Student Steel Bridge Competition on any official material we recommend, but don't require, that you follow the approved SSBC style. Here are the basic guidelines:

- Refer to the competition as a whole on first reference as the *Student Steel Bridge Competition* and the *SSBC* thereafter.
- There are two levels of Student Steel Bridge Competition: Regional Events and the National Finals.
 - When referencing the Regional Event and not the entire competition, refer to it as *Student Steel Bridge Competition- Regional Event* on first reference and *Regional Event* thereafter.
 - When referencing the National Finals and not the entire competition, refer to it as *Student Steel Bridge Competition- National Finals* on first reference and *National Finals* thereafter
- Optional: The standard fonts for printed SSBC documents is Avenir.

Social Media

AISC Social Media Accounts

[Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Instagram](#)

Official Hashtag

The official SSBC hashtag is [#SSBCxAISC](#) . Be sure to follow the hashtag to see what SSBC teams and sponsors are up to!

Quick Social Media Tips

- Include a picture in every post
- Do not use punctuation in any hashtag
- Connect with users via [#SSBCxAISC](#) hashtag

Example National Sponsor Posts

- We're a proud National Sponsor of [#SSBCxAISC](#) ! See you in Carbondale, May 31-June 1! [include picture of logo, merchandise or something personalized to company]
- We're thrilled to be a National Sponsor of the AISC Student Steel Bridge Competition! Students, take a pic of your bridge progress and tag us! [#SSBCxAISC](#) [include picture of logo, merchandise or something personalized to company]
- We support the next generation of creative and practical engineers. That's why we're a National Sponsor of the AISC Student Steel Bridge Competition! [#SSBCxAISC](#) [include picture of logo, merchandise or something personalized to company]

Example Regional Sponsor Posts

- We're a proud Sponsor of the [#SSBCxAISC](#) [Insert Region] Regional Event ! See you [Insert Regional Event Location and date]! [include picture of logo, merchandise or something personalized to company]
- We're thrilled to be a Sponsor of the AISC Student Steel Bridge Competition- [Insert Region] Regional Event! Students, take a pic of your bridge progress and tag us! [#SSBCxAISC](#) [include picture of logo, merchandise or something personalized to company]
- We support the next generation of creative and practical engineers. That's why we're a Sponsor of the AISC Student Steel Bridge Competition- [Insert Region] Regional Event! [#SSBCxAISC](#) [include picture of logo, merchandise or something personalized to company]