



# SEA&WIN

## APP PROMOTION QUICKSTART GUIDE



### OVERVIEW

SEA&WIN is a free, app-based mobile game created by SeattleFWC26 to broaden the benefit of the world's largest sporting event. Players explore neighborhoods, complete quizzes, visit local Stops, and earn points that unlock prizes — all while discovering small businesses, public art, cultural institutions, and community spaces statewide.

**This document is a quick overview of available public assets. Please review the full Marketing Guide for full Partner assets.**

### AVAILABLE TEMPLATES

#### SOCIAL MEDIA POSTS

4:5 social media post carousel with customizable options to add your logo and app screenshots specific to your area.



#### WINDOW CLINGS

8x8 inch window cling with SEA&WIN branding.



### SOCIAL MEDIA

### TAGS & HASHTAGS

#SEAandWIN  
#ExplorePlayWin  
#SeattleFWC26  
@fwc26seattle

### GUIDELINES

- X Don't add FIFA logo or use FIFA IP
- ✓ Do use the provided graphics
- X Don't tag FIFA socials
- ✓ Do tag Seattle FWC26 socials

#### BUSINESS CARD

3.5x2 inch horizontal business card with SEA&WIN branding and QR code for app download.



**Questions? When in doubt, contact your SeattleFWC26 representative before publishing materials.**