**RBC Homecoming Student Contest Toolkit**

**Contest Dates:**

Contest launches on **August 30th** and closes on **September 26th, 2021**

**General copy (newsletters and social channels):**

Students – to welcome you back to campus and to celebrate UBC Homecoming, RBC wants you to start the school year off with $2021 towards your 2021 UBC tuition and school expenses.

Enter for your chance to win! Two prizes will be awarded – one for the UBC Vancouver campus and one for the UBC Okanagan campus.

Open to all currently registered UBC students. Contest closes on **September 26, 2021.**

**Webpage:**

<alumni.ubc.ca/homecomingcontest>

PW:RBC (until August 30th)

**Social Posts:**

**August 30th to September 17th**

* To celebrate UBC Homecoming, RBC wants you to start the school year off with $2021 towards your tuition and school expenses. Enter for your chance to win! [alumni.ubc.ca/homecomingcontest](file:///C:\Users\akorecov\Desktop\alumni.ubc.ca\homecomingcontest)
* Calling all UBC students! Check out the RBC Homecoming student contest and enter to win $2,021 towards tuition and school expenses. [alumni.ubc.ca/homecomingcontest](file:///C:\Users\akorecov\Desktop\alumni.ubc.ca\homecomingcontest)

**On or after September 20th**

* Only one week left to enter the RBC Homecoming student contest for a chance to win $2,021 towards tuition and school expenses! Have you entered? [alumni.ubc.ca/homecomingcontest](file:///C:\Users\akorecov\Desktop\alumni.ubc.ca\homecomingcontest)