

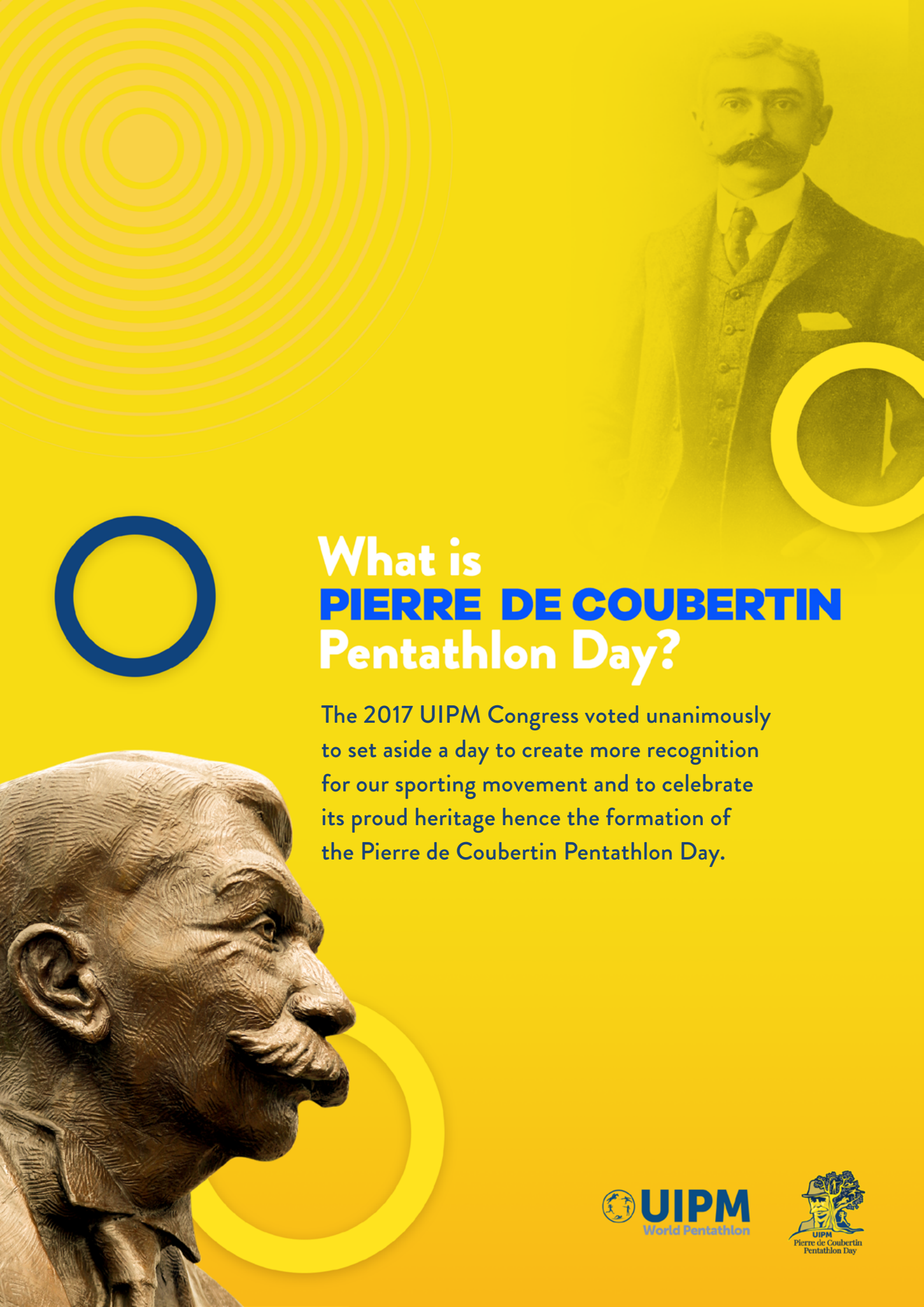
9TH SEPTEMBER

UIPM

Pentathlon Day

TOOL KIT





What is **PIERRE DE COUBERTIN** Pentathlon Day?

The 2017 UIPM Congress voted unanimously to set aside a day to create more recognition for our sporting movement and to celebrate its proud heritage hence the formation of the Pierre de Coubertin Pentathlon Day.



How can you join **THE CELEBRATION ?**

Say **#HIGH5** to Pentathlon Day!
5 disciplines, 1 sport, **#PENTATHLONDAY**

STEP 1

Take a photo of yourself
or with friends and family
showing the palm of your
hand

STEP 2

Post your photos on Insta-
gram, Facebook or Twitter.
Don't forget to use
#PentathlonDay #High5
and tag UIPM

STEP 3

Spread the word! Invite
everyone you know to take
part in the campaign!
Let's raise awareness about
Pentathlon!

As the National Federations of our sport, we would like
you to help us spread the word about Pentathlon Day
and the **#HIGH5** campaign to raise awareness of the
Modern Pentathlon.

We will be sharing the following posts on Facebook, Instagram and Twitter and we would
really like you to either share our posts as we post them or post them for yourself.

Here you can see our campaign plan, the images we will post and the hashtag and handle info.

Feel free to post any or all of the image we provided on the next page, just remember to use
the hashtags **#PentathlonDay** and **#High5** and don't forget to tag us or add the UIPM handle!

What/When we will post	Facebook @WorldPentathlon	Instagram @TheUipm	Twitter @WorldPentathlon
Banners	DESIGN	DESIGN	DESIGN
1 week Countdown 2nd September	#PentathlonDay #High5 @WorldPentathlon DESIGN	#PentathlonDay #High5 @theuipm DESIGN DESIGN 2	#PentathlonDay #High5 @WorldPentathlon DESIGN
Pentathlon Day Fact 1 3rd September	#PentathlonDay #High5 @WorldPentathlon DESIGN	#PentathlonDay #High5 @theuipm DESIGN	#PentathlonDay #High5 @WorldPentathlon DESIGN
Pentathlon Day Fact 2 4th September	#PentathlonDay #High5 @WorldPentathlon DESIGN	#PentathlonDay #High5 @theuipm DESIGN 1	#PentathlonDay #High5 @WorldPentathlon DESIGN
Pentathlon Day Fact 3 5th September	#PentathlonDay #High5 @WorldPentathlon DESIGN	#PentathlonDay #High5 @theuipm DESIGN	#PentathlonDay #High5 @WorldPentathlon DESIGN
1 day countdown 8th September	#PentathlonDay #High5 @WorldPentathlon DESIGN	#PentathlonDay #High5 @theuipm DESIGN 1 DESIGN 2	#PentathlonDay #High5 @WorldPentathlon DESIGN
Campaign Announcement 9th September	#PentathlonDay #High5 @WorldPentathlon DESIGN	#PentathlonDay #High5 @theuipm DESIGN	#PentathlonDay #High5 @WorldPentathlon DESIGN

Here you can find all the sources designs files to make your own version of the design

OPEN FILES