**2021 FEDEX SMALL BUSINESS GRANT CONTEST**

**Marketing Content Kit**

**DIGITAL Content (LONG)**

**HEADLINE/SUBJECT LINE OPTIONS:**

1. **Enter the 2021 FedEx Small Business Grant Contest**
2. **How would you use a $50,000 business grant?**
3. **You could win up to $50,000 for your small business**
4. **Twelve small businesses will win over $250K in total**

**BODY COPY:**

Running a small business isn’t easy, but you’ve always stayed focused on moving forward. Now you have a chance to win up to $50,000 to help you go further. The 2021 FedEx Small Business Grant Contest is now open—and 12 winners will be awarded a total of over $250,000. So be sure to enter before the March 9 deadline. Entering the FedEx Small Business Grant Contest might just help you write the next chapter of your business story. In addition to a cash award, you could win FedEx Office® print and business services and gain more exposure within the small business community.

Enter for a chance to win one of these 12 prize packages:

* One Grand Prize: $50,000, plus $7,500 in FedEx Office® print services
* One 2nd Place Prize: $30,000, plus $5,000 in FedEx Office print services
* Ten 3rd Place Prizes: $15,000, plus $1,000 in FedEx Office print services

All winners also receive priceless business-building consultation and learning opportunities.

**Entering is easy:**

1. **Write a short profile of your company.** Tell us about your business. Why did you start this business? What does your company do?
2. **Have a copy of your logo available to upload along with some photos.** You’ll need a digital version of your current logo and several photos that best represent your business. Be sure your photos are formatted horizontally.
3. **Create an optional YouTube video.** Make a one-minute video describing your business and its mission.
4. **Get ready to promote your entry.** Make a plan to remind people to vote for you using your email list and social channels. Votes can be cast between March 10 and March 24.

**Important:** Buying votes from anyone, or giving discounts or gifts in exchange for votes, is strictly prohibited. Any entrant in violation of these rules will be disqualified.

Learn more at **[fedex.com/grantcontest](https://www.fedex.com/en-us/small-business/grant-contest.html)**.

**Meet the 2020 Grand Prize Winner: Access Trax**

While attending the University of St. Augustine for Health Sciences in San Diego, CA, Kelly Twichel and Eric Packard were inspired to help local adaptive surfers cross the sand to the water’s edge in their wheelchairs. Now, Access Trax empowers people with physical disabilities to safely and easily access outdoor areas and recreation through a portable pathway system. **[Read more](https://www.fedex.com/en-us/small-business/grant-contest/2020-winners/access-trax.html)** about Kelly and Eric and how they meet the challenges of running their company.

**SOCIAL MEDIA POSTING OPTIONS**

**FACEBOOK/TWITTER**

**Link to smallbusinessgrant.fedex.com:**

* The next chapter of your business story could be winning up to $50K. Enter the 2021 FedEx Small Business Grant Contest by March 9. Learn more>>
* The valuable lessons you’ve learned and determination you’ve shown could help your small business win up to $50K. Learn more>>
* Here’s your chance to find out how winning up to $50K could change your small business. Enter the 2021 FedEx Small Business Grant Contest. Learn more>>
* Enter the 9th annual FedEx Small Business Grant Contest. Twelve winning businesses will be awarded a total of over $250,000. Learn more>>
* Enter the 2021 FedEx Small Business Grant Contest. You could win up to $50,000 to help your business keep moving forward. Learn more>>
* If you’d like a chance to win up to $50K for your business, enter the 9th annual FedEx Small Business Grant Contest before March 9. Learn more>>

**LINKEDIN**

* Here’s your chance to highlight the insights, strengths, and determination that help drive your business forward. Enter the 2021 FedEx Small Business Grant Contest today. You could be one of 12 winners who will be awarded a total of over $250,000. Learn more>>
* The next chapter of your business story could be winning the 2021 FedEx Small Business Grant Contest. Enter today and you could win up to $50,000 and gain more exposure within the small business community. Learn more>>