

Guidelines for collaborations

1. Photo/video do's and don'ts:

- Please do not advertise **overcrowded natural areas** (i.e. Lago del Sorapis, Croda da Lago).
- Please do not publish content with **people / dogs bathing** in alpine lakes (especially in the Sorapis Lake as there is a ban).
- Please do not publish content showing people **camping in non authorized areas with tents or vans** (i.e. high altitude, overcrowded Alpine Passes, in the Natural Park of the Ampezzo Dolomites...).
- It is forbidden to use **Cortina and Olympics/Milano-Cortina 2026 logos**.
- Please do not publish content showing **people skiing with no helmet**.
- Please do not publish content for Cortina Marketing showing **areas that are not part of the territory of Cortina** (i.e. Tre Cime di Lavaredo, Braies Lake, Misurina Lake). Remember that Cortina is in **Veneto**, not Trentino-Alto Adige!
- Please do not publish content for Cortina Marketing showing **car brands different from Audi** (as Cortina has a collaboration with Audi).
- Please do not promote any **illegal or inappropriate activities**.
- Please do not talk about the **Olympics** without prior content review by Cortina Marketing.

2. Tag and Hashtag:

- **Cortina Instagram Profile:** @cortinadolomiti
- **Cortina Facebook Profile:** Cortina d'Ampezzo (Official Profile)
- **Cortina youtube Channel:** @cortina_dampezzo
- **Cortina hashtag:** #cortinadolomiti #cortinadampezzo #mycortina #cortinaexperience

Press trip/hospitality request form for Content Creators

Name and Last Name	
Email	
Phone	
Instagram Profile: - Total followers - Active followers - Monthly reach - Monthly profile visits - Monthly content interactions	
Facebook Profile: - Total followers - Active followers - Page likes - Monthly reach - Monthly profile visits - Monthly content interactions	
Youtube Channel	
Other social media channels	
Blog / website	
Target audience	

Partnership/branded content? If so, what brands?	
Aims and purpose of the visit	
Topics covered during the visit	
Proposed date: indicate at least two different periods as an alternative	
Number of contents per day for publication, divided by platform (social, website, blog...)	
Type of contents for publication, divided by platform (post, carousel, reel, story, direct, article, video...)	
Tag and mention (@cortinadolomiti, hotels, restaurants, services)	
Expected publication reach (per day - total)	

Possibility of receiving one or more photos in use by Cortina Marketing (specify number)	
--	--

Why should we cooperate with you/us?

>> Please attach your insights from the last 6 months, one or more previous jobs and the editorial plan for the collaboration divided by platforms used.

Sign
