

20 OF SEPTEMBER
**WORLD
PAELLA
DAY**

**PARTICIPATION
HANDBOOK 2023**



#WorldPaellaDay

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ON THE OCCASION OF THE CELEBRATION OF THE FIFTH WORLD PAELLA DAY, FROM THE ENTIRE ORGANIZATION OF WPD WE ENCOURAGE BRANDS, INSTITUTIONS, PERSONALITIES AND ANY ORGANIZATION THAT WANTS TO PARTICIPATE IN THE OFFICIAL DYNAMICS OF THE **#WORLDPAELLADAY** **#WORLDPAELLADAYCUP2023** TO CELEBRATE THAT ON THIS DAY WE SHARE PAELLA WITH THE WORLD.

THE FIRST YEAR THE MESSAGE "WE SHARE PAELLA WITH THE WORLD" IS LAUNCHED TO MAKE CLEAR THE BIRTHPLACE OF PAELLA, AND WITH THE MECHANICS "FOR ONE DAY ANY DISH IS PAELLA". AND WITH THE MOTTO "FOR ONE DAY ANY DISH IS PAELLA" TO CIRCUMVENT LOCAL SENSITIVITIES AND INCORPORATE THE MOST INTERNATIONAL VERSIONS.

THE SECOND YEAR EVOLVES TO "SHARE YOUR PAELLA WITH THE WORLD", CALLING FOR PEOPLE TO SHARE THEIR FAVORITE INGREDIENT. THIS IS A WAY FOR NOT ONLY USERS TO PARTICIPATE, BUT ALSO BRANDS, OPENING THE EVENT TO THE PARTICIPATION OF ENTITIES THAT WANT TO JOIN IN.

IN THESE MORE COMPLEX YEARS DUE TO THE COVID CRISIS, WE ADAPT TO THE MOMENT IN WHICH THE EVENT IS HELD, FOCUSING ON ITS MORE DIGITAL ASPECT, AND SEEKING THE PARTICIPATION OF THE MOST IMPORTANT ENTITIES. WE ARE LOOKING FOR THE PARTICIPATION OF EVERYONE IN THE INTERNET ENVIRONMENT AND LESS IN THE PHYSICAL EVENTS.

THE CHALLENGE WE FACE



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REVIEW 2018/2019/2020/2021/2022

organize:



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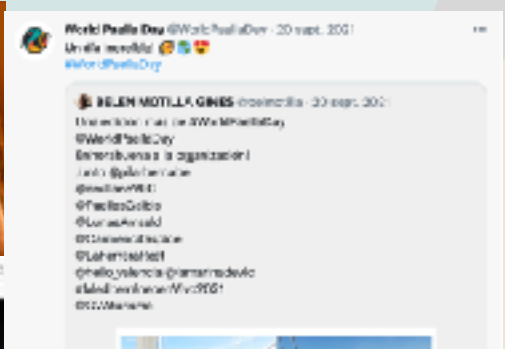
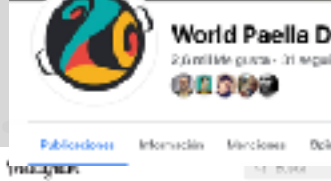
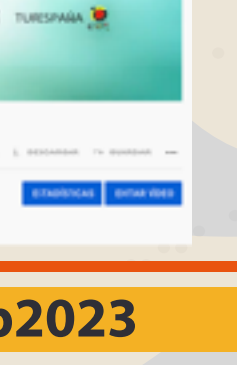
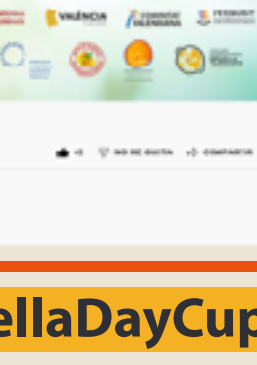
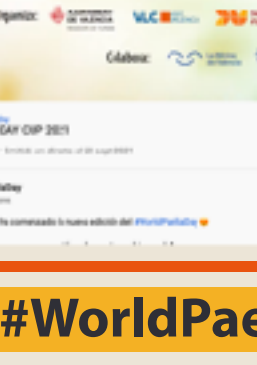
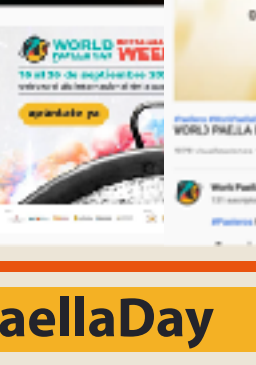
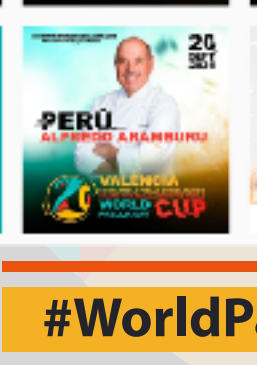
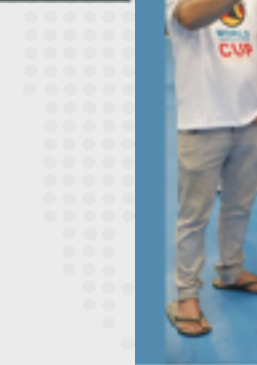
WIKIPAELLA



CONCURS
INTERNACIONAL
DE PAELLA
VALENCIANA
DE SUECA

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REVIEW



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REVIEW



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A DAY OPEN TO ANYONE

Brands, institutions, chefs, amateurs...

There are no official sponsors because paella has reached everyone. And on this day we celebrate its internationality. For this reason, we invite all organizations and individuals to take part in the **#WORLDPAELLADAY #WORLDPAELLADAYCUP2023** because if paella is a universal dish, the day of its celebration must be global.

#WorldPaellaDay #WorldPaellaDayCup2023

PARTICIPATION DYNAMICS

1 SUPPORT YOUR FAVORITE COUNTRY

This is the day when València shares paella with the world, and we know that everyone has a favorite country, so whatever yours is, this will be the day to share it with everyone.

To warm up this phase, we will also have the embassies and agents of each country, as well as influencers who will take a stand for their favorite country. We are sure you will find a way in which your service or organization can be part of the paella universe and make it an essential part of **#WORLDPAELLADAY #WORLDPAELLADAYCUP2023**

A fantastic pretext to nurture the relationship with your community of followers that day and participate in the most important conversation of that day.

Check out the rules:

https://worldpaelladay.org/wp-content/uploads/2023/05/BASES_CASTELLANO.pdf

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PARTICIPATION DYNAMICS

2 AMPLIFICATION

Use **#WORLDPAELLADAY** and **#WORLDPAELLADAYCUP2023** so that official and associated profiles can generate conversation with you and your community to amplify the reach of this global celebration. In addition, if you can advance us your participation formula and sync your post on the day 20, we'll be in touch to see how we can generate an even greater reach.

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PARTICIPATION DYNAMICS

3 MATERIALS

We will share logos, image, and very simple guidelines for the day of the event to get a good **#WORLDPAELLADAY** and **#WORLDPAELLADAYCUP2023** reach. Should you need more material, just ask for it. Please remember that there are no sponsors or official collaborators. This is a universal party, open to everyone.

More info: <https://worldpaelladay.org/participa/>

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**In short, World Paella Day is an initiative
to give international visibility to our
gastronomy.
WE COUNT ON YOU!**



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#WORLDPAELLADAYCUP2022



EL 20 DE SEPTIEMBRE COMPARTIMOS LA PAELLA CON EL MUNDO
#WORLDPAELLADAY

#WorldPaellaDay #WorldPaellaDayCup2023

THANK YOU



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