**10th VHA Shark Tank Competition**

Promotional Toolkit

Diffusion of Excellence encourages you to promote the 10th VHA Shark Tank Competition application period using the materials provided in the toolkit below.

If you have any questions regarding the use of these materials, please email [VADiffusionSupport@va.gov](mailto:VADiffusionSupport@va.gov) for further assistance.

**Table 1. VHA Shark Tank Competition Marketing Copy**

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| --- |
| **Short-form Text** |
| Attention all [Insert Facility Name] employees!Do you have an innovation to share with VHA?Diffusion of Excellence is acceptingapplications for the 10th VHA Shark Tank Competition from April 1 – April 30, 2024. Visit the [**VHA Shark Tank**](https://marketplace.va.gov/competitions/shark-tank) page on Diffusion Marketplace to sign up for an info session, find more information, and apply. If you have any questions, please email[VADiffusionSupport@va.gov](mailto:VADiffusionSupport@va.gov). |

**VHA Shark Tank Competition Marketing Graphic**

A poster of a shark tank

Description automatically generated