

11. Promotion

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Marketing and Promotion

(Source: Manitoba Recreation Director's Handbook)

Marketing

No matter how well prepared and organized you are, a program cannot succeed without participants. People must be made aware it exists, have some idea of the benefits it offers them, and know the details (who, what, when, where, why and how much). People need to be informed, educated, inspired, motivated, sometimes persuaded and often reminded, to come to programs.

This is where marketing comes in – it is essential to the success of your program. It is your way of letting folks know what's coming up and motivating them to come out. It is important marketing be timely and creative. People need to know well enough in advance, (but not too early or they forget), and be adequately enticed.

Promotion

How well you are able to communicate with the public determines the success of your program promotion. Although the methods for promotion may vary, the information that needs to get out in the community remains the same. Be sure to communicate who, what, where, when, for whom and how much

- Who – is organizing the event?
- What – is the program being offered?
- Where – will the event take place?
- When – is the program?
- Whom – is the target population?
- How much – is there a fee?

Benefits and Marketing Messages

(Source: Recreation Connections Manitoba)

Following is a summary of the key promotional and marketing messages. Use them to build community and local council support for your programs.

Marketing Message 1: Recreation and active living are essential to personal health.

Recreation and active living:

- Help people live longer – adding up to two years to life expectancy
- Prolong independent living for seniors by compressing the disease and impairment period associated with aging
- Significantly reduce the risk of coronary heart disease and stroke, the leading cause of death in Canada
- Combat osteoporosis which affects 25% of postmenopausal women
- Combat diabetes, the fourth ranking killer disease after heart disease, cancer and respiratory disease
- Help prevent site-specific cancers, particularly in the colon, breast and lungs
- Help prevent and rehabilitate back problems, affecting 25% cent of adults
- Contribute to mental health, reducing stress and depression and contributing to emotional/psychological wellbeing
- Enhance overall health and wellbeing which are critical to personal quality of life
- Recreation is a proven therapeutic tool used in hospitals, clinics and communities. It helps restore physical, mental and social abilities

Marketing Message 2: Recreation is a key to balanced human development.

Recreation is essential to the development of our children and youth. It teaches:

- Physical motor skills through play and sports
- Social skills through play and sports
- Creativity through play and arts/cultural activity
- Intellectual development and other life skills through play

Recreation helps adults develop their full and holistic potential – physical, social, creative, intellectual and spiritual.

In a society where life-long learning is essential, recreation and adult leisure provide exceptional learning opportunities.

Parks and natural environments can have great spiritual meaning. Arts and culture are a significant way of exploring spirituality.

Marketing Message 3: Recreation and parks are essential to quality of life.

Recreation, parks, sports, arts and culture:

- Build self-esteem and positive self-image – foundations to personal quality of life
- Enhance life satisfaction levels
- Enhance perceived quality of life for individuals, families and communities.
- Nurture growth, acquisition of life skills and independent living for those with a disability

Marketing Message 4: Recreation reduces self-destructive and anti-social behavior.

Recreation, parks, sports, arts and culture:

- Reduce self-destructive behavior and negative social activity in youth – an antidote to smoking, Substance abuse, suicide and depression
- Reduce crime – particularly in juvenile delinquents
- Reduce racism – building understanding between diverse cultures
- Reduce isolation, loneliness and alienation

Marketing Message 5: Recreation and parks build strong families and healthy communities.

Recreation, parks, sports, arts and culture:

- Help children and youth remain connected; helps couples stay together
- Provide safe, developmental opportunities for latch-key children
- Produce leaders who serve their communities in many ways
- Build social skills and stimulate participation in community life
- Are often catalysts that build strong, self-sufficient communities (sports groups, arts guilds, adopt-a-park)
- Help people know and understand their neighbors, history and environment
- Build pride in a community

Marketing Message 6: Pay now or pay later.

Recreation reduces health care, social service, police and justice costs.

Recreation:

- Reduces the incidence and severity of illness and disability, to lower health care costs
- Supports families, to reduce costs of social service intervention and foster care
- Reduces crime and social dysfunction, to decrease police, justice and incarceration costs

Marketing Message 7: Recreation and parks are significant economic generators in your community.

Recreation, parks, sports, fitness, arts and culture:

- Improve work performance – increasing productivity, reducing absenteeism, staff turnover and on-the-job accidents
- Attract businesses to the community – prime economic development and relocation magnets
- Are attractions that draw tourism – the third largest and one of the fastest growing industries in the world
- Are significant employment generators on their own – providing many jobs
- Investments often yield large economic returns through money generated by events, capital development and ongoing services. The money is spent several times in the community – the multiplier effect.
- Increase property value and tax revenue, on adjacent land – many developers are automatically including parkland, golf courses, etc. as marketing features

Marketing Message 8: Parks, open spaces and natural areas are essential to ecological survival.

Green spaces:

- Protect habitat, biodiversity and ecological integrity
- Improve air quality, removing carbon dioxide, sulphur dioxide and other pollutants from the air
- Promote outdoor recreation, one of the best approaches to environmental education and a key to long-term sustainability
- Protect land from over development and mitigate against potential environmental disaster like flooding, slip zones, aquifer depletion
- Allow trail and pathway systems – save energy and protect air quality by encouraging non-motorized transportation
- Promote arts and culture, one of the best ways of expressing the spirituality of the land and encouraging stewardship ethics

Creative Promotion and Marketing Ideas

(Source: Manitoba Recreation Director's Handbook)

Logo. Develop a logo; it's your trademark. Be creative, and make sure it symbolizes your organization, event or program series. Consider a logo contest to get some great ideas.

Brochures/Flyers. Pass them out, put them in cars, in mailboxes, etc.

Free Tickets. Give out free tickets to upcoming events to the first "so-many" participants who show up at your activity.

Fortune Cookies. Make up special fortune cookies with information regarding upcoming events and maybe a few free admission coupons.

Pocket Calendar. Have a calendar of upcoming events printed on cards.

Announcements. At half time of sporting events, make announcements of your upcoming programs.

Balloons. Write promo on a bunch of balloons and hang them around the community.

Bulletin Board Display. Put together a creative and enticing bulletin board display at the schools, band office, hall, store, etc.

Candy. Pass out candy with a message attached.

Free Popcorn. Distribute free popcorn and flyers for the event.

Footprints. Place footprints leading to the event.

Kites. Fly kites with messages on them.

Top Ten List. Post the top ten reasons why people should attend the event (1 per day).

Chalkboards. Write notices on chalkboards in the schools.

Posters. Be inspired. Make odd shaped and dynamic posters.



Jigsaw Puzzle. Progressively fill a jigsaw puzzle-type ad (curiosity gets them all the time).

Road Signs. Make posters shaped like traffic signs ("stop for this event," "yield to your urge to go").

Where's Waldo? Create "Where's Waldo?" type drawings with your own character (mascot, performer, etc.) on place mats or posters.

Newsletters. Develop and distribute newsletters that announce events, have coupons, games, coloring, photos from other events, recipes, etc.

Sample Poster
(Source: NSCRD)

Hip Hop/Beat Making/DJing/Breakdancing Program

**Are you interested in hip hop, DJing, beat making, and break dancing?
Then this workshop is for YOU!**

When? July
Day 1 – 9:00 am–4:00 pm, Day 2 – 9:00 am-12:00 pm

Where?




Who? Youth aged 12-24

What?
The NSCRD and the IMP Labs of the University of Regina have partnered to offer a project in your community that would provide exposure and experience in these areas (hip hop, DJing, beat making, graffiti art, break dance, etc..) and would include:

- A 1.5 day workshop in your community with three workshop facilitators from the U of R, lead by Dr. Charity Marsh. During the 1.5 day workshop participants will learn:
 - basic musical elements used in hip hop tracks;
 - how to structure a song (intro, chorus, verse, bridge, hook, etc.)
 - how to create beats on the MPC and transfer music to the computer;
 - edit and mix beats in different audio computer programs (Ableton Live, Garage Band, etc.);
 - the beginning elements of DJing (cue, baby scratch, mixing, connecting beats)
 - the beginning elements of breakdancing


The workshop can have up to 25 youth.

- A one-week intensive training at the IMP Labs for two people who are willing to learn more to continue to lead a program with the youth in your community. These two leaders/mentors will be selected to attend this training after your 1.5 day workshop in your community. They will learn more in your community's area of interest and build their skills to lead a program back in your community. This would occur the week of August 16-20, 2010.







What are the IMP Labs?
The Interactive Media and Performance (IMP) Labs are located in the Faculty of Fine Arts at the University of Regina and are the infrastructure for Dr. Charity Marsh's research on popular music and media in western and northern Canada. The IMP Labs house an electronic music and beat-making production studio, an interactive DJ studio, and an ethnomusicology lab. For more information on the IMP Labs go to www.interactivemediaandperformance.com.

This program has also been supported by the Northern Lights School Division #113.



Sample Registration/Waiver Form (Source: NSCRD)

Northern Sport, Culture & Recreation District	Participant Registration / Waiver Form
<p style="text-align: center;">PARTICIPANT CODE OF CONDUCT</p> <p>The Northern Sport, Culture & Recreation District is directed by the highest standards to promote and provide recreation, sport and culture services and activities for the benefit of all residents in the Northern District. Therefore, participation in District Programs demands high standards of personal conduct.</p> <p>The Code of Conduct identifies the standard behaviour, which is required of all participants while travelling to, participating at, and returning from District Programs.</p> <p><u>ALL</u> participants shall abide by the following guidelines:</p> <ul style="list-style-type: none"> ✓ Represent your community as ambassadors, with dignity, personal integrity and within the spirit of good sportsmanship. ✓ Show respect for: <ul style="list-style-type: none"> ○ Participants from your own community ○ Participants from other communities in the District ○ Rules and standards set down by the District and/or Host Community ○ The people and property of the Host Community including staff, volunteers, spectators, local businesses, etc. ✓ No participation in illegal activity or in the consumption of alcohol or illegal substances, and avoid all unsafe and unacceptable circumstances. <p>Discipline Policy/Procedures</p> <p>Any and all violations of the Code of Conduct will be immediately brought to the attention of the program coordinators. Discipline may result in the participant's removal from the program, with the return of the offenders to their home community at their own expense, and suspension from all future District programs.</p> <div style="text-align: center;">  <p>PHOTOGRAPH RELEASE</p> </div> <p>Completion of this form authorizes the use of any photos or videos taken during the program or event to be used for non-profit purposes such as reports, media coverage, advertising and promotion. If you do not wish to have your photograph used in this manner, please check this box <input type="checkbox"/></p>	<div style="text-align: right; margin-bottom: 10px;">  </div> <hr/> <p>Program / Event _____</p> <hr/> <p>Date & Time of Program / Event _____ Location _____</p> <hr/> <p>First Name _____ Last Name _____ M / F _____</p> <hr/> <p>Mailing Address _____ Community, Prov. _____ Postal Code _____</p> <hr/> <p>Phone (H) _____ Phone (W) _____ Fax _____</p> <hr/> <p>Birth date (MM/DD/YYYY) _____ Hospitalization # _____ Email _____</p> <hr/> <p>Emergency Contact Name _____ Phone _____</p> <hr/> <p>Any medical information or allergies? (i.e. medications, allergies, food concerns) _____</p> <p>WAIVER & RELEASE</p> <p>The registrant agrees that the Northern Sport, Culture & Recreation District, Employees, Partners and / or Host Organization/Community will not be held responsible for any accident, illness, loss or damages that occur while traveling to, participating at, and returning from District programs.</p> <p>The registrant understands that they may be exposed to real risks of injury, or even death, from accidents traveling to and from or during the program/event. The registrant authorizes dental, medical treatment or surgical operations if such treatment is deemed necessary during the event/program.</p> <p>VOLUNTEER CHAPERONES</p> <p>The registrant or parent /guardian (if under 18) understand that this program/event may involve the use of volunteer chaperones. It is the registrant's or parent/guardian's (if under 18) responsibility to ensure they accept the chaperone selected by their community and consent to their roles and responsibilities with regards to: travel and transportation (i.e.: driving a vehicle, snowmobile, or boat); supervision; discipline; and overall safety of the registrant.</p> <p>ACKNOWLEDGEMENT</p> <p>I hereby acknowledge that I have read and understand the information under the following headings contained in this document: Participant Code of Conduct, Photograph Release, Waiver & Release, and Volunteer Chaperones. I agree to abide by all program/event rules and regulations as outlined by the District and/or Host Organization/Community. I verify that all personal information provided is correct.</p> <hr/> <p>Participant's Signature _____ Date _____</p> <hr/> <p>If under 18 – Parent or Guardian Signature _____ Date _____</p>
<p>★ Northern Sport, Culture & Recreation District (NSCRD) ★ Box 1097 ★ La Ronge, SK, S0J 1L0 ★ ★ Phone: 306.425.3127 ★ Toll Free: 1.877.777.6722 ★ Fax: 306.425.4036 ★ Website: www.nscrd.com ★</p>	

Sample Media Release

(Source: NSCRD)



For immediate release

2010 Northern Physical Activity Month

June 22, 2010

Thirty-two northern communities, community organizations, schools and workplaces “Sprung to Action” and participated in the 2010 Northern Physical Activity Month in May. Northern Physical Activity Month (NPAM) is proudly coordinated by the Northern Sport, Culture and Recreation District (NSCRD), and supported by the Northern Healthy Communities Partnership. It is a program that encourages northern communities, schools, workplaces to implement programs, policies or initiatives that support people in the north to be more physically active. This year’s theme was “Spring to Action... with 30/30/30” – the 30/30/30 idea is to break up the 60-90 minutes of physical activity children and youth need every day into manageable “chunks” of 30 minutes at school, at home, and in the community. Many ideas to increase physical activity and decrease screen time (watching TV, video games, etc.) as well as poster and other templates and information for NPAM were provided in the program package developed by the NSCRD.

Some of the examples of initiatives this year include: many activity log programs where participants logged their physical activity daily; community clean ups, new school initiatives like ‘Fitness for 15’ (minutes every day at school) and an ‘Activity Melt Down’; information and awareness initiatives; a culture day focusing on physical activity and healthy eating; sports; walking coffee breaks; a Family Bike Ride; Walking Poker Rallies, and much more. “(NPAM) ... boosted those who had become more sedentary over the winter. A number (of participants) wrote comments about noticing the inactivity hours and it was an eye opener (about their activity log tracking).” says Deborah Gibson-Dingwall, who coordinated NPAM at NORTEP in La Ronge. “The people with high cholesterol or other health issues are walking seven km, both ways and some are walking to work instead of driving.” Says Margaret Sinclair, NPAM program coordinator from Southend.

All communities, schools and workplaces that provided a brief follow up were entered in the grand prize draws which were made at the NSCRD Annual General Meeting on June 18th. Winner of the community and/or school grand prize draw for a Flaman Fitness Voucher worth \$1,500.00 was: La Loche Friendship Centre/Sport, Recreation & Culture Council. Winner of the workplace or small organization grand prize draw for a \$500.00 Physical Activity Equipment Prize Voucher (business to be determined by the winner) was: NORTEP.

“Congratulations to all the participating northern communities, schools and workplaces! We encourage you to keep up the great physical activity programs, policies and initiatives year round. The Active Healthy Kids Canada 2010 report card gave Canada a failing “F” again this year. As families, schools, and communities, let’s do our part to ensure our children and youth get the 60 – 90 minutes of physical activity they need. If we break it up into 30 minutes at home, 30 minutes at school, and 30 minutes in community programs and facilities, our kids can get the physical activity they need more easily. The benefits to their health, academic achievement, and self-confidence are worth it.” Says Judy MacLeod Campbell, Program Manager for Culture & Community Development with NSCRD.