

Northern Community & School Recreation Coordinator Program



Creative Promotion and Marketing Ideas

(Source: Manitoba Recreation Director's Handbook, Community Recreation 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 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 placemats or posters.

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