

Club Sport Promotional, Marketing and Advertising Ideas

*Please remember to follow all branding requirements on promotional/apparel items.

*You will also need to be sure that you are identified as a club sport.

*Follow university guidelines regarding chalking and posting in campus buildings

Website

- Basic sites should include: Competition results, links to social media
- Pictures
 - A calendar of events
 - Roster and membership information
 - Contact details
 - Discussion forums or boards, daily blogs
- Remember to update your website. There's nothing worse than a site that has last year's scores only. Assign someone responsible for updating pages.

Newsletters

- Provides information to members and alumni about club events, activities, soliciting donations and news. Email to members and publish on clubs website.

Banners

- A banner with your club name, logo and colors could be used at Valley Bally Hoo, on tables, competitions and other events.

Digital Signage

- Create a digital signage ad for display in the CRC or around campus.
- Information to include interest meeting, practices, tryouts, contact information.
- 1920 x 1080 pixel for jpeg file or can create power point slide (black stripes on TV)

Flyers

- Produce a simple flyer that outlines the club's information, practices, and contact.
- Distribute around campus: notice boards, at the library, CRC board, dining halls, etc.
- Use common sense when posting in campus buildings. Most buildings have boards to post on. Recommend not posting in bathrooms, on windows, etc.
- Attach to your website or send via email.

Merchandise, uniforms and apparel

- Well-designed apparel can enhance a club's image while promoting a club at events
- Maintain realistic uniform standards.
- Create merchandise such as caps, socks, shirts etc. to raise funds and promote your club at the same time.

Tabling

- Tabling around campus is a great way to recruit and promote your club.
- Have an interest sign in sheet available so that you can follow up with potentials
- Bring your clubs equipment out to attract people.
- Spots for tabling: Inside the UC, UC Lawn, Dining Hall, Library, HHS

Social Media

- Social media sites such Facebook, Instagram or twitter are very influential and important in this generation of students.
- Remember to post often about competition results, update pics, and tag others. There's nothing worse than a social media site that is not active.