

# COME TRY RINGETTE

## HOW TO PROMOTE YOUR EVENT (1 of 3)

There are many ways to promote your event. Your choices will depend on many variables, including the size and make up of your community, the degree of support available from local schools and businesses, and the number of volunteers you have.

### IN SCHOOLS

- Organize a Gym Ringette event**  
Speak with school administrators. Offer to have qualified instructors conduct the session, then introduce students to the sport of Ringette. If possible, show a video. Have students take home brochures for your ***Come Try Ringette*** event.
- Coordinate a *Come Try Ringette* Day**  
Current players can wear their jerseys to school and take brochures to hand out to their friends.
- Obtain School Support**
  - Contact school boards, or school principals, to request that they distribute ***Come Try Ringette*** brochures to K-6 students.
  - Some schools have school or classroom newsletters. Ask if ***Come Try Ringette*** information could be included.

### IN THE COMMUNITY

- Mall Displays**  
Many malls provide free space to non-profit community organizations. Some malls have a designated community access booth – just ask! Book a time at least two weeks prior to your scheduled event. Set up:
  - The Display Unit, along with ***Come Try Ringette*** brochures and other literature
  - A small demonstration area, if permitted (sticks, rings, net – “Take Your Best Shot”)
  - A draw prize for anyone who pre-registers for your event
  - A draw prize for anyone who expresses interest in finding out more

***You must follow-up with all these entrants. Otherwise you look unprofessional, uncaring and you wasted your time - and money!***
- Public Events**  
Check to see what is happening in your community. Public events may include things like parades, fairs, farmer’s markets, sport expos, charity walks, etc. You may be able to have players (in uniform) participate in events. Depending on the venue and the cost, you may be able to set up the ***Come Try Ringette*** display unit and perhaps a small demonstration area.
- Community Sports Registration Days**  
Ensure that you are a part of these events, especially in areas currently not offering Ringette programs. Siblings often come along when older/younger siblings are registering for other programs.

# COME TRY RINGETTE

## HOW TO PROMOTE YOUR EVENT (2 of 3)

### Cross Promotions with Local Sporting Goods Store

- For example, a sporting goods store may agree to display an event poster and brochures. Pre-register at the store and receive a voucher for a store discount on any Ringette equipment purchased later.
- Everyone who registers for Ringette in your local association receives promotional material for the retailer. The local association buys a supply of sticks and rings for ***Come Try Ringette*** at a reduced cost in return for promotional recognition.

## IN YOUR RINGETTE COMMUNITY

### Local Tournaments

Host a Come Try Ringette event during a Tournament weekend. The logistics would be challenging, but the excitement and buzz of the tournament crowd could be infectious.

### Demonstration Games

Try to organize a one period demonstration game between two high calibre teams (NRL, AA, A). Then, involve those players in the ***Come Try Ringette*** on-ice portion immediately following.

### Contests

**Kids love contests!** Tell your players about the ***Come Try Ringette*** event and supply them with brochures. Consider running a contest for the player that brings the most guests, with prizes like movie passes, autographed items from NRL, donated prizes from a sponsor, and/or Ringette gear.

### Parent Power!

- Ask the parents of current players to promote the ***Come Try Ringette*** event. Having a large, enthusiastic group sharing positive word-of-mouth and social media posts about the event is a powerful marketing tool.
- **What businesses do players' parents work for/own?** How can you use these skills or resources to help you with your promotional efforts? (e.g. maybe someone owns a printing shop...)

# COME TRY RINGETTE

## HOW TO PROMOTE YOUR EVENT (3 of 3)

### MEDIA/MARKETING OPTIONS

- Social Media**  
Make frequent posts on social media and encourage Ringette players, their families, and Ringette supporters to share your posts – and make their own!
- Breakfast TV Shows**  
Kids love to be involved in these!
- Radio**  
e.g. Interviews about *Come Try Ringette*, a Live-On-Location promo
- Local Newspapers, Magazines, and Community Websites**  
e.g. articles, photos, Letter-to-the-Editor submissions
- Customize your brochures**  
Include date, time, place, and contact information. Collect and include some testimonials from local players, coaches, and parents. Have printed (or print at home). You may also want to send to volunteers as email attachments so that they have on-hand and can print as needed.