

RINGETTE ONTARIO

#WeAreRingette

CAMPAIGN HANDBOOK

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**#WeAreRingette - How to use this
concept in your marketing strategy**

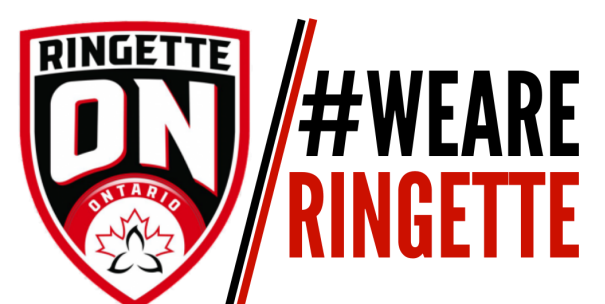
#WeAreRingette | BREAKDOWN

WE CHOSE 'WE' AS A PART OF OUR CAMPAIGN BECAUSE RINGETTE IS FULL OF PEOPLE. THE PEOPLE BEHIND OUR SPORT ARE WHAT MAKE IT WHAT IT IS. EVERYONE IS INCLUDED.

#WeAreRingette

WE CHOSE 'ARE' AS A PART OF OUR CAMPAIGN BECAUSE NO MATTER WHO YOU ARE YOU MAKE RINGETTE WHAT IT IS. YOU ARE WHO YOU ARE AND NO ONE CAN CHANGE THAT. PLEASE "BE YOURSELF BECAUSE EVERYONE ELSE IS TAKEN"

WE CHOSE 'RINGETTE' AS A PART OF OUR CAMPAIGN BECAUSE THIS IS WHO WE ARE. THIS IS THE SPORT WE PLAY. THIS IS THE SPORT WE LOVE. THIS IS WHAT WE ARE TRYING TO MARKET.



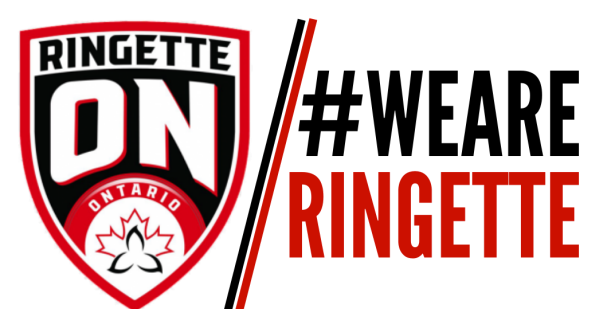
#WeAreRingette | OVERALL CONCEPT

#WeAreRingette



WE CHOSE '#WeAreRingette' AS OUR MARKETING CAMPAIGN BECAUSE WE BELIEVE IT BEST REPRESENTS US & OUR SPORT AS A WHOLE.

'#WeAreRingette' IS OUR WAY OF PUTTING A HUMAN CONNECTION TO OUR SPORT. IT ALLOWS US TO SHOWCASE THE PEOPLE BEHIND OUR SPORT AND NOT JUST WHAT HAPPENS ON THE ICE. OUR SPORT IS MORE THAN THE ACTION ON THE ICE.



#WeAreRingette | BRANDING GUIDE

#WeAreRingette

CAMPAIGN COLOURS

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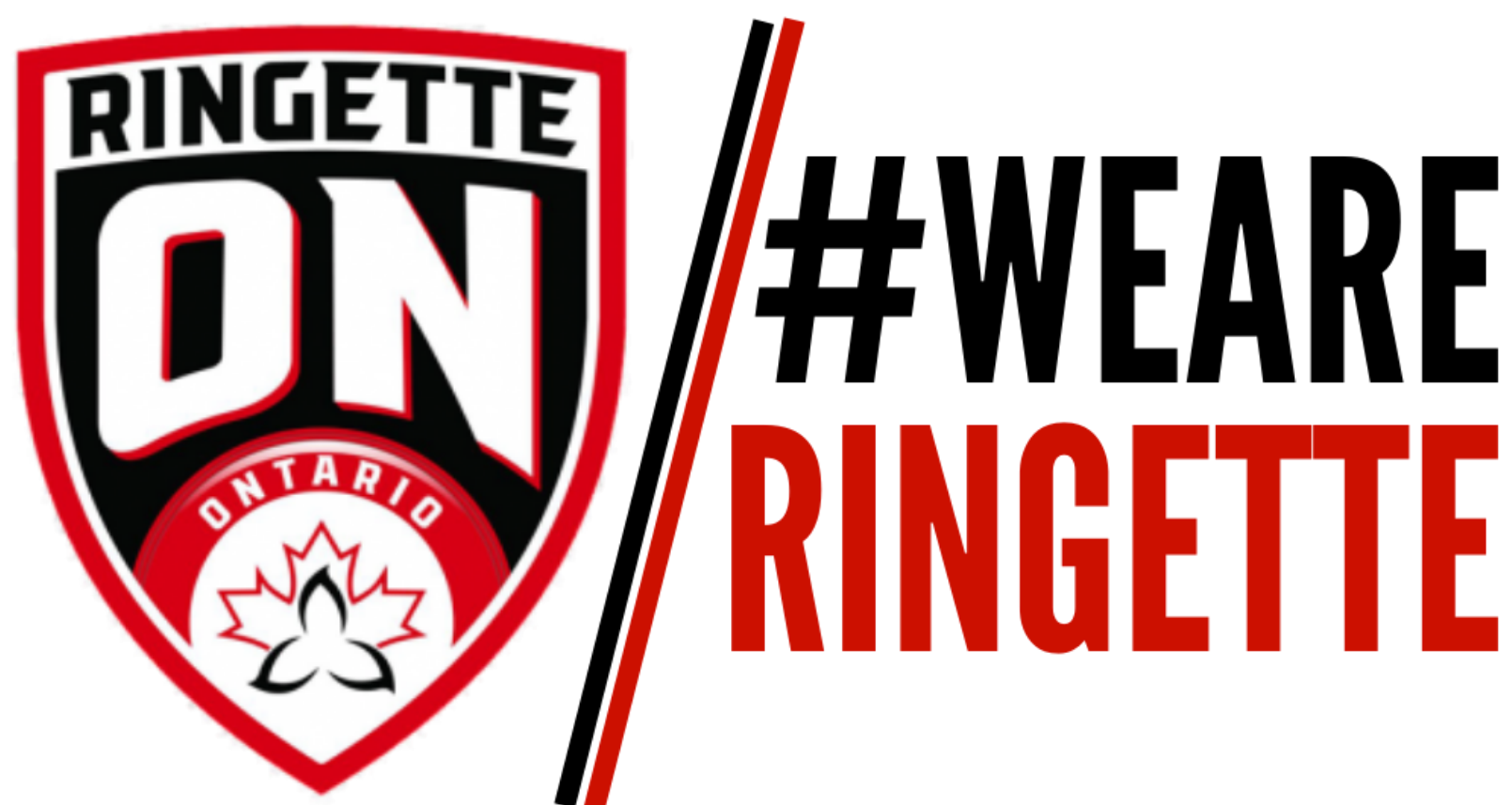
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#WeAreRingette | BRANDING GUIDE

#WeAreRingette

CAMPAIGN LOGOS



OPTION 1 | THIS IS THE MAIN LOGO AND IS TO BE USED IF YOU HAVE A LIGHT COLOURED BACKGROUND OR YOU'RE ADDING IT TO A PHOTO



OPTION 2 | THIS IS THE SECONDARY LOGO AND TO BE USED OVER A DARK COLOUR BACKGROUND



#WeAreRingette | HOW TO USE IT

#WeAreRingette

THE '#WeAreRingette' CAMPAIGN IS ALL ABOUT PUTTING A HUMAN CONNECTION TO OUR SPORT. THIS CAMPAIGN IS ALL ABOUT EDUCATING THE PROVINCE ON WHO WE ARE, WHAT OUR SPORT IS & THE PATHWAYS ONE CAN TAKE WITHIN RINGETTE.

OUR GOAL IS TO SPREAD THE WORD ABOUT THE PEOPLE WITHIN OUR RINGETTE COMMUNITY. SO NOW YOU MAY ASK HOW TO USE THE #WeAreRingette CAMPAIGN AND SLOGAN. SEE BELOW:

- ADD THE HASHTAG TO ANY & ALL SOCIAL MEDIA POSTS
- USE THE POWER OF STORYTELLING (FOR EXAMPLE - YOU HAVE SOMEONE WITHIN YOUR ASSOCIATION THAT HAS A COOL STORY OR A STORY SOMEONE CAN RELATE TO; INTERVIEW THEM, AND WRITE THEIR STORY.
- HAVE AN ATHLETE FEATURE - USE #WeAreRingette
- USE OUR MARKETING MATERIALS PROVIDED AS SUPPORTING ELEMENTS TO YOUR MARKETING STRATEGY.
- USE THE APPROPRIATE BRANDING MATERIALS (LIKE LOGO, HASHTAG, COLOURS, ETC.) WHEN USING THE #WeAreRingette CAMPAIGN.,

THE FUTURE OF THIS CAMPAIGN IS SO BRIGHT, BUT WE ALL NEED TO WORK AS ONE TEAM. THE POWER WE HAVE IF WE ALL WORK TOGETHER WILL OUTWAY ANYTHING.

