



Local Event Promotion

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Promotion Basics

- Promote early and often
- No need to pay for marketing and/or fancy promotion
- If event promotion is not your strength get help from others. You can and will get better at it. Just give it a try.
- You may be doing some of this already. Hopefully you find some ideas or different approaches to promoting your events. Remember to keep it simple.
- Event promotion is essential and important. It helps highlight your hard work, grow your club and the sport of orienteering.



Promotion Basics

- Consider your target audiences (orienteers, ROTC, schools, adventure racers, outdoor enthusiast, geography clubs)
 - How can you best reach them? Who can you talk with and partner with? Who do you know who can talk with them?
- Timing and placement of announcements (visible, bold and simple, placed where your target audience will see)
- Give them reasons to come to your events (quality event, discounts, race series, unique awards, freebies, youth events, string O, orienteering clinics, food)
- Develop a sense of community at your events and on your club. Talk with new orienteers, get them involved in helping with events. Answer questions, invite them back.
- Be creative and have fun. You are growing the sport of orienteering and ensuring the future of your club!



Promotion Ideas

- See if the park or location of your map has an event calendar, add your event.
- Post event flyers on park bulletin boards
- Post event flyers at local running and outdoor stores, gyms etc. Check with the owners/managers first but many times there are boards or areas you can post information
- Check with your local and regional chamber of commerce/city for event calendars, add your events 6 months in advance (usually free)



Promotion Ideas

- Keep you club website up to date with event information.
- Develop a club list serve for announcements. It is free!
- Develop of club Facebook page for announcements, comments, plus photo and idea sharing. Ask members already on Facebook to take this on. Example: RMOG.
- Ask for volunteers to help with promoting your event. They don't need to be orienteers.
- Announce and personally invite your event to your club, clubs near by and other affiliated clubs (adventure racing, scouts, ROTC, schools, etc.)
- Partner with other outdoor clubs in the area, adventure racing, trail running, hiking, mountain clubs, etc. to post your events on their sites and/or list serves



Promotion Ideas

- Set up events where current members find and sponsor new members to come to meets. The existing member can act as mentors to the new members. Provide a prize or discount to their sponsor.
- Conduct navigation and orienteering clinics at local sport stores and outdoor related clubs. Invite attendees to your events.
- Volunteer to teach navigation and orienteering clinics at local schools. Set up a mini course on campus. Invite attendees and parents to your next event.
 - Looking for a new sport or a different sport!
 - Junior orienteers have great opportunities to travel in US and internationally, representing Team USA!
- Set up and man a booth at local sport expos and/or adventure, running events
- Set up a way for individuals to indicate they will be attending and what course they plan to do (this helps with planning and commitment). Example: RMOC website.



General Checklist

- Update your club website with event details as soon as they are available. (Post event date and location as soon as they are established, at least 3 months in advance).
- Post your event on other event calendars (6-12 months in advance). See Race Calendar slide. See if they would be willing to run a short article on their site about your event and orienteering in general.
- Ask local outdoor shops, products and clubs to sponsor your event or club (6-12 months in advance)
- See if the park or location of your event has an event calendar, add your event (3-6 months in advance).
- Announce your event to your club via multiple forms of media (word of mouth, phone, email, website, Facebook). 2 months in advance with reminders at 1 month and 2 weeks.
- Check with your local and regional chamber of commerce/city for event calendars, many of these are free. (3-12 months in advance)



General Checklist

- Post event flyers at local running and outdoor stores, gyms etc. Check with the owners/managers first but many times there are locations for this (3 months in advance).
- Post event specific event promotions on your website. (1-2 months in advance)
- Contact local media outlets to run a story on your event either before, during or after. See Generating Coverage for your Event.
- Post event flyers on park bulletin boards, 60-45 days in advance of your race.
- Invite individuals and groups personally (1-2 months before event)
- At the event, ask new orienteers how they heard out your event of club for feedback on what worked. Ask them for ideas on how to contact new prospects.



Race Calendars

- Race Calendars: List events with pertinent information and link to club website, event website (if applicable) under outdoor, adventure sport or other category.
- Free sites, list as much information as you can for no cost. (name of event, date, location, range of distances, orienteering, club, websites, Club and/or OUSA logo)
- 1. List local club events on national sites with by state listing, regional and local sites with link to club websites.
- 2. Post events on park and city calendars if available. Some sites are listed on the next slide.
- Make sure you have good newcomer information on your website or a link to OUSA for info on orienteering. Plus set up mini intro to orienteering clinics at your events.



Race Calendars

- **Event Calendar Websites (national):**
- Trifind.com, free
- Active.com, free to post, there is a cost to use registration and further promotion tools. Events can be searched by orienteering and state and region
- Trailrunner.com, free
- www.usracecalendar.com
- www.coolrunning.com, powered by active.com, free calendar listings
- <http://race-calendar.com>, free calendar listings
- US Adventure Racing calendar - for rogaines and A meets only
- <http://www.usara.com/calendar.aspx>
- Outdoor adventures network (<http://www.myoan.net>)
- **MORE IN THE NOTES SECTION, THIS IS NOT A COMPLETE LIST. SEE WHICH SITES ARE POPULAR IN YOUR AREA.**



Race Calendars, Cont.

- **Event Calendar Websites (local and regional):**
- **Northwest:**
- <http://www.racecenter.com/race-calendar/>
- Bozeman, Montana
- <http://outsidebozeman.com/calendar.php>
- Washington Mountain Biking (<http://www.mtbwashington.com/calendar>)
- **California:**
- Bay Area (http://www.active-days.org/Pages/Event_Search/AOB_Events_Calendar_Search_01.php)
- Los Angeles Mountains
http://www.lamountains.com/programs_calendars.asp
- **MORE IN THE NOTES SECTION, THIS IS NOT A COMPLETE LIST. SEE WHAT IS POPULAR IN YOUR AREA.**



Generating Coverage of your Event

- Articles: Contact calendar websites and publications listed on this document and the publications website about running a short article on the sport of orienteering, an adventure sport for all ages. Email and phone the individual in charge of content or best point of contact you can find.
- If they are interested send them the boiler plate article or something more specific to your event.
 - Give them a special interest story or something specific about one of your members, or consider partnering with a cause or larger event.



- If you have any questions or would like to share good promotion ideas and programs that have worked for you please let me know and we can share with other clubs.
- Promote early and often. Generate excitement.
- Get others to help with promotion. It is everyone's job in your club to spread the word.
- Be creative and have fun.
- You are growing the future of your club and orienteering in the US.



References

- 25 ways to promote your event for free (active endurance.com)