



National and Regional Event Promotion

Maiya Anderson
Anderson.1943@osu.edu



Contents

- Event Promotion Basics
- Promotion Ideas
- Checklist
- Event Calendars
- Press
- References



Promotion Basics

- Promote early and often
- No need to pay for marketing or promotion
- If event promotion is not your strength get help from others. You can and will get better at it. 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 this is a guide that allows for flexibility to tailor to your events and club.
- 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 often)
- Give 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. Get others involved, other clubs, non orienteers, parents, friends, etc.
- Be creative and have fun. You are helping grow the sport of orienteering!



Promotion Ideas

- Post your event on the OUSA website at least 1 year in advance.
- Invite Orienteeing USA members via various methods (list serve, website, email, word of mouth, phone, Facebook, etc.)
 - Place an advertisement in *Orienteeing North America* at least 3 months in advance.
- Post on international orienteeing sites.
- Invite Orienteers from Canada, post on Canadian Orienteeing websites
- Post your event on national, regional and local event calendars, list under adventure or other (orienteeing category if available)
 - OUSA plans on doing this for all A meets at least 9 months in advance
 - See event calendar slides in this presentation
- Check with your local and regional chamber of commerce/city for event calendars, add your events 6 months in advance



Promotion Ideas

- Develop an event website or unique page from your club site
 - Keep the website up to date with event information
- Develop an event Facebook page for announcements, comments, plus photo and idea sharing. Ask members already on Facebook to take this on.
- Ask for volunteers to help with promoting your event. They don't need to be orienteers.
- Announce and personally invite individuals and groups to your event (members of your club, clubs near by and other affiliated clubs, adventure racing, scouts, ROTC, schools, etc.)



Promotion Ideas

- See if the location of your event 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.
- Partner with other outdoor clubs in the area, adventure racing, trail running, hiking, backpacking, etc. to post your events on their sites and/or list serves.
- Set up a program for orienteers to find and sponsor orienteers to come your event. The existing member can act as an ambassador to the new A meet orienteer. Provide a prize or discount to the sponsor and newcomer.
- Set up a booth at local sport expos and/or adventure, running events.
- Contact local media outlets to let them know about your event.



General Checklist

- Set up an event website and keep it up dated (Post event date and location as soon as they are established, at least 6 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 (6-12 months in advance).
- Announce your event to your club and OUSA members via multiple forms of media (word of mouth, phone, OUSA club net, email, website, Facebook). 4 months in advance with reminders at 2 and 1 month (in line with registration deadlines).
- 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 (3-6 months in advance).
- Post event specific event promotions on your website (1-6 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 (2-6 weeks in advance).
- Post event flyers on park bulletin boards, 60-45 days in advance of your race.
- At the event, ask participants, especially new participants, how they heard out your event for feedback on what worked. Ask them for ideas on how to contact new prospects. Invite them back and to other events.



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)
- Consider paying for more coverage and information.
- 1. List national and regional 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. FIND OUT 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
- **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, consider partnering with a cause or larger event.



Conclusion

- 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)