


*Example of Marketing Plan for Centre Sign On Days.*

				
TASK	PERSON RESPONSIBLE	DATE TO COMMENCE ACTION	DATE TO FINALISE ACTION	COMMENTS AND FOLLOW UP ACTION
Date for sign on agreed at Centre Committee Meeting	Committee	First meeting after the AGM		
Pre Sign-On Day promotion meeting	CM / PR Officer	A month out from sign on.		
Social media campaign to promote sign on	Secretary/ PR Officer	Three weeks out from sign on.		
Photocopy adequate numbers of flyers	PR Officer to delegate to parents	Three weeks out from sign on	Three weeks out from sign on	Allow sufficient quantity for distribution to: <ul style="list-style-type: none"> <li>• Local schools,</li> <li>• Libraries,</li> <li>• Hospital waiting rooms,</li> <li>• Doctors and dentist surgeries</li> <li>• Anywhere there is a large percentage of foot traffic and where people are often sitting waiting in queues.</li> </ul>
Send out a bulk email to previously registered Centre members	Secretary/ Registrar	Three weeks out from sign on		

<p>If applicable to your Centre, book advertising space in local newspapers.</p> <p>Two advertisements:</p> <ul style="list-style-type: none"> <li>• 1<sup>ST</sup> - 2 weeks from the day(s), and</li> <li>• 2<sup>ND</sup> - 2 Weeks after</li> </ul>	<p>Secretary/ PR Officer</p>	<p>Book four weeks out from sign on day</p> <p>Check deadlines for submitting advert details</p>	<p>Two weeks out from sign on dates</p>	<p>Centres still need their own print/media advertising campaigns.</p>
<p>If applicable to your Centre, request newspapers to send photographer along on the day.</p> <p>Have media release ready to go with photograph.</p>	<p>Secretary/ PR Officer</p>	<p>Three weeks out from sign on day (Booking by phone)</p>		<p>Have a Committee Member on hand to meet photographer and provide names of athletes in photo and equipment required for photo, e.g. Hurdles &amp; Discus.</p> <p>When booking photographer, advise that a paid advertisement has also been placed. This often ensures the photographer is made available.</p>
<p>Provide local radio station with sign on day flyer and ask for it to be announced on their community notice board at regular intervals, three weeks from sign on date.</p> <p>Smaller Centres could organise letterbox drops.</p>	<p>Secretary/ PR Officer</p> <p>Delegate to athletes/parents</p>	<p>Three weeks out from sign on day</p> <p>Two weeks out from sign on day</p>		

Book display space at shopping Centres for the lead up week.	PR Officer or Delegates	Make booking immediately sign on dates are set.		
Book display space in local shows, festivals or sports expos.	Secretary/ PR Officer			
Contact any elite athletes who might be happy to come along and attract interest - use this in pre media releases.	Centre Manager Secretary PR Officer Coaching Officer			
Contact Centre sponsors for: <ul style="list-style-type: none"> <li>• A representative to attend on the day to promote their products and services.</li> <li>• Items available for including in sample bags.</li> <li>• Requesting the use of their premises (i.e. car parks) for sausage sizzle and promotion for the Centre sign on.</li> </ul>	Centre Manager	4 weeks prior to sign on		

Take flyer to stores of Association and Centre Sponsors to place on their noticeboards (if available). e.g. McDonald's Family Restaurants	PR Officer or delegate	Three weeks out from sign on day		
Put flyers in window of service stations, shops, Post Offices - anywhere there is a good visual area.	PR Officer or delegate	Three weeks out from sign on day		
Provide local clubs or alternate season sports with a quantity of flyers and ask for them to be handed out via their canteen or noticeboard.	PR Officer to delegate to parents	As soon as flyer is available		
<p><i>Sign On Day Staffing</i></p> <p>Centre Committee Members including Centre Publicity Officer required for:</p> <ul style="list-style-type: none"> <li>• Meet and Greet prospective members.</li> <li>• Ensure a general information sheet is available on the Centre's activities, costs etc to hand out on the day, particularly for triallists.</li> </ul> <p>Make sure contact people and numbers are on this information sheet.</p>	Centre Manager Plus Committee Members			
Registrar (or registration team, depending on size of Centre)	Registrar/ Treasurer			

Canteen Convenor to organise canteen (never pass up the chance of making funds)	Canteen convenor and parents to assist			
Organise raffle and ticket sellers for Sign On Day, e.g. win Centre Jacket or Uniform	Fundraiser and delegate			Raffle tickets and cash float
Uniform displays, changing room/tent.	Uniform Convenor			Order forms and cash float