

There are a lot of ways to promote Come Try Ringette events. Your choices will depend on many variables, including the size and make up of your province/community, the level of support from your provincial association, the degree of support available from local schools and businesses, and the number of volunteers you have. In this document, we have highlighted some ways in which you may choose to promote your events.

## Considerations at the Provincial Level

Provincial associations can play a large role in promoting Come Try Ringette events. A strategy that **Ringette Alberta** has used has been to encourage all of their local associations to host their Come Try Ringette events in April and/or August to create “Come Try Ringette” months. This strategy has been very successful for Ringette Alberta by allowing them to focus their messaging, increasing word of mouth, making it easier for participants to know when events will occur and creating a united timeline, which often makes it easier for the local association to get the support they need. Creating a more standardized approach to Come Try Ringette within provincial associations may support easier promotion at the local level.

## Strategies at the Local Level

### Promoting in Schools

- Organize a Gym Ringette event
  - Speak with school administrators.
  - Offer to have 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

Gym ringette is a great way to get people excited about ringette. Gym ringette is low cost, requires little equipment and doesn't require experience with skating. Getting people hooked on gym ringette can help bring them to on-ice sessions!

- Coordinate a Come Try Ringette Day
  - Current athletes can wear their jerseys to school and take flyers to hand out to their friends.
- Obtain school support
  - Contact school boards, or school principals, to request that they distribute Come Try Ringette flyers to their students, for example, in their school newsletter.



## 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.
    - If you do this, consider ways to make the display engaging for example, by having a giveaway or a demonstration area (check with the mall first). Please be sure to use Come Try Ringette display materials and that your booth looks professional.
- 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 athletes (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 Sport 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.
- Cross Promotions with Local Sporting Goods Stores
  - 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 from the retailer. The local association receives promotional material from 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



Don't forget to tailor your promotional efforts to the audience you are hoping to engage in your events. For example, if you want to engage newcomer women and girls, you may promote with community centres and settlement agencies. If you want to recruit women (18+), you may promote your event in areas like fitness centres or reach out to local adult sports leagues for their support with promotion.



## In the Ringette Community

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

Running an event during a tournament can be a great way to get moms (and siblings) involved in ringette! Having events where moms and their kids can participate together (for example, Mother-Daughter events) or when moms can participate when their kids are busy (for example, playing in a tournament) can help reduce the childcare burden on moms, which can often deter moms from getting involved.

- Demonstration Game
  - Try to organize a one period demonstration game between two high calibre teams (NRL, AA, A). Then, involve those athletes in the Come Try Ringette on-ice portion immediately following.
- Contests
  - Everyone love contests!
  - Tell your athletes about the Come Try Ringette event and supply them with flyers.
  - Consider running a contest for the athlete 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 athletes 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 athletes' 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...).

For events directed at women, having women share the event information with their friends is one of the most powerful marketing tools! Consider framing these events as Come Try Ringette with a friend nights to highlight the social nature of these events.



## Media/ Marketing Options

- Social media
  - Make frequent posts on social media and encourage ringette athletes, their families, and ringette supporters to share your posts – and make their own!



Some considerations for social media:

- Consider working with other associations within your region to help cross promote each other's events to make it easier for participants to find events.
- Explore the use of social media challenges or giveaways to help get people to engage with and share your promotions. You can get your local teams involved!
- Share information about what Come Try Ringette events are and why they are so great. You can include multiple forms of media to make it more engaging.
- When possible, begin promotions early so that people will have the chance to see them and sign up for your event. In these promotions, include links to the registration page, to drive people to the registration.
- Share the success of the event after it is done, to get people looking forward to the next CTR event

- Breakfast TV Shows
  - Kids love to be involved in these!
- Radio
  - For example, interviews about Come Try Ringette or a Live-On-Location promo.
- Local Newspapers, Magazines, and Community Websites
  - For example, share articles, photos, Letters-to-the-Editor submissions.
- Customize your flyers.
  - Include date, time, place, and contact information. Collect and include some testimonials from local athletes, coaches, and parents. You may also want to send these to volunteers as email attachments so that they have them on-hand and can print as needed.

Don't forget to use the Come Try Ringette marketing templates from Ringette Canada!