Bowling Green State University Athletics-Advertising Checklist



Men’s Soccer Checklist vs. \_\_\_\_\_\_\_\_\_\_\_\_

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| --- |
| Two Weeks out/Leading up to game |
| [ ]  | Make flyers/ Get Approval |
| [ ]  | Write Campus Updates |
| [ ]  | Dorm visits to inform about big games (ex. Ohio State, Dayton) |
| [ ]  | Send out reminder via campus email (Looking ahead Calendar) |
|  [ ]  | Email Clubs to come to game (Ex. Valentis, ESSL Arsenal, Local High Schools) |
| [ ]  | Ensure that all promotional gear is being printed/delivered  |
| five days out/Leading up to game |
| [ ]  | Distribute flyers to campus and businesses (See Distribution List) |
| [ ]  | Follow-up with clubs about coming to the game (Ex. Valentis, ESSL Arsenal, Local High Schools) |
| [ ]  | Add additional marketing material (posters, flyers, etc.) |
| [ ]  | Contact groups in participation to make sure they will be there still (Halftime Entertainment; ex. High Flyers, Bubble Soccer, Youth Soccer, Quidditch) |
| [ ]  | Appropriate Social Media Posts (Screech Team, Twitter, Facebook) |
| [ ]  | Facebook |
| [ ]  | Snapchat |
|  [ ]  | Twitter (Screech Team, BGAthletics, ect.) |
| [ ]  | Instagram |
| [ ]  | Union table advertising |
| [ ]  | Coordinate with Falcon Fanatics/ BGSU Bands |
| [ ]  | Post information on Classroom and Hallway Whiteboards |
| Day of Game Advertisements |
| [ ]  | Post social media reminders with promotional items displayed in images |
| [ ]  | Union Table/Visit Union during lunch |
|  [ ]  | Set-up Marketing Table/Rosters for the game |
| [ ]  | Place any advertisements up in and around the field |

Sport Lead:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_