Bowling Green State University Athletics-Advertising Checklist



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

|  |  |  |  |
| --- | --- | --- | --- |
| 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:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_