

### Print Advertising

- Advertise in the newspapers and magazines that your target audience is most likely to read.
- Place advertising in the part of the newspaper your target audience is most likely to read (e.g., sports section, entertainment/calendar section, community section). Try to avoid less expensive “run-of-paper” (ROP) ads that will appear in whatever location the newspaper has available space.
- Don’t count on one placement of an ad being all you will need to achieve your marketing aims.
- Integrate the timing of promotional advertising placed on behalf of sponsors into the overall advertising campaign.
- Keep the design simple and eye catching.
- Use still action photographs reflective of the event’s excitement. (Be sure to clear the rights to an athlete’s image from both the photographer and the athlete.)
- Remember that print advertisements are excellent reference tools for the readers. They may clip it out of the paper to retain the information they need, so include as much as possible without cluttering the ad.
- Be sure to include a website or code that can be scanned (e.g., QR code) to provide the reader with easy access to further information, content, and ticket ordering capabilities.
- Don’t overlook weekly special interest newspapers and magazines such as community papers, local entertainment weeklies, parent publications, and sports-oriented weeklies.

### Radio

- Run ads on stations and programs and at the times of day (“day parts”) your target audience is most likely to be listening. As with print advertising, try to avoid a “run-of-station” schedule.
- Include an easy-to-remember website address and phone number for ticket purchases and further information.
- Engage a station’s disc jockey to record reading the script with enthusiasm! (You may not be able to use this recording on other radio stations, however.)
- Use upbeat music under the voiceover that captures the excitement of the event.

### Television

- Select television programming and special-interest channels and networks that your target audience is most likely to be watching at the time they are originally broadcast. (Programs likely to be recorded may be viewed after the usefulness of the call to action has expired, or may not be viewed at all during playback.)
- Include a screen graphic during the last five seconds of the ad with the event name and logo, day, date, location, and an easy-to-remember website and/or phone number for ticket purchases and further information.
- Use footage from previous events that show action, excitement, and fan reactions.
- Include images for which you have obtained rights from both the athletes and the owner of the footage.

### Event Website

- Present all key information about the event, including how to purchase tickets and the schedule of activities, in a clear, visible, simple manner.
- Include an easy-to-find link that directs the user to an opportunity to transact a ticket purchase on every page. If the text is lengthy and greater than a full-screen image, include the link on at least the top and bottom of the page.

Figure 9.9 Sports Event Advertising Tips

- Use photos and/or video to their full eye-catching, attention-grabbing effectiveness. Include galleries of multiple images and video clips.
- Provide venue information including seating and parking diagrams, maps, and directions for transportation options.
- Refresh the information and feature content regularly to keep users up to date and to encourage repeat traffic to the website.

### Event Social Media

- Present time-sensitive information about the event, including changes to the schedule of activities or updates for fan safety, in an easy-to-read, real-time format.
- Post photos and/or video of fans and their live engagement with past events or pre-event engagements to encourage interest.
- Provide general event and venue information from the event website with easy access to redirect for more in-depth information.
- Create contests, promotions, and polls that encourage fan involvement and response.
- Feature content that keeps fans aware of event-related news and to encourage their reciprocal interaction on the site before, during, and after the event.
- Highlight positive fan interactions on the site to express appreciation and inspire further fan communication and loyalty.

### Outdoor (Billboards)

- Keep the artwork simple and readable, and avoid subtleties. Design the billboards with the understanding that people might drive by them at high speeds, so the copy points should be few, but large.
- Ensure an easy-to-remember event information and/or ticket purchase website address is one of the dominant elements of the billboard. Phone or text numbers may be added if they are also easy to recall.
- Don't try to cram so much information on a billboard that it becomes cluttered.
- Remember that billboards are excellent tools for generating awareness for an event, and less effective as ticket sales generators.