

## SECRET TIPS FOR PUBLICITY /PR/ MARKETING OF YOUR REGION (and your Team, Solo group, etc.) 2012

(Attract more volunteers and sponsors!)

-from Susan Young, your SportsCar SEDiv Columnist

1. Events: Offer the media a ride-along if possible! Host a "Media Day" beforehand at a sponsor's store, dealership, or garage. Have media people sit in a race car and take their photos. Start promoting your event to the local/regional news, magazines, etc. **THREE MONTHS** before your event. **Include your radio and TV stations on your contact list. Send video clips.** Send reminders two weeks before the day.

2. FB,FB,FB!!! AND YOUTUBE! Write for a general audience, not technical jargon. Feature unique "people" news about your volunteers, sponsors, etc., not just a list of results. **INCLUDE PHOTOS. Look at Facebook, MySpace, YouTube etc. How might they attract new members? Get a "Fan Page" on Facebook! THE big attractor this year is short video clips posted on Facebook and YouTube. Think outside the box: send video clips to the Facebook pages of TV stations, The Weather Channel, sports sites, your region's sponsors, etc.**

3. **KIDS AND GO-KARTING! Establish contact with your local karters! Invite them to visit your events, and put them on your e-mail reminder lists.**

3. Establish ongoing contact with your Chamber of Commerce, and especially your CVBs (Convention and Visitors Bureau.) Explain that SCCA brings hundreds of visitors into your area! (AND they buy gas, meals, hotel nights, etc.) Offer to present a slide show at one of their meetings. **These agencies can provide publicity, and sponsorship tips and contacts for you. Ask for "goodie bags" of freebies, maps, restaurant coupons, etc. for your volunteers and drivers!** (You need to provide a head-count about one month beforehand.) Some agency examples: [www.800Alabama.com](http://www.800Alabama.com) , [www.sunsational.org](http://www.sunsational.org) , [www.daytonabeach.com](http://www.daytonabeach.com) , [www.visitgainesville.net](http://www.visitgainesville.net) , [www.Floridakiss.com](http://www.Floridakiss.com) , [www.visitDanville.com](http://www.visitDanville.com). Link your region's website with them.

4. **RECYCLE YOUR SCCA MAGAZINES AT WAITING ROOMS! "Make your magazines into YOUR BEST recruiters!"** Take your racing newsletters and SportsCar magazines and leave them in waiting rooms of car dealers, tire stores, custom shops, tech colleges, your sponsors, etc. **Donate them to your library. EVERYONE in your club can do this! Leave a couple at your doctors' offices, or dentists, too (you may want to ask first.)**

5. SCCA is offering targeted info on publicity, PR, "branding" your product, etc. Check the SCCA website. Purchase "Get Real Fast" color brochures from SCCA for your region, and distribute them across your area (see #4.)

6. Visit Car Shows, Cruise-Ins, Air Shows, Fun n' Sun, Fantasy of Flight ("Mustangs and Mustangs" event) etc. **Wear your SCCA shirt, and give flyers to the car owners.** Invite them to events. Wear your SCCA pin everywhere!

**7. Study other successful websites that you find easy to navigate. Pattern your website after them. Use large visuals, a large, simple typestyle, and good contrast between type and background. LINK WITH OTHER WEBSITES- Your sponsors, car-related services, colleges, clubs.**

**8. Does your city hold an annual Parade? Enter a brightly decorated float in it, with a race car or Solo car on a trailer. Display your region's website on a big banner. Use your flags too. Get your sponsors involved and be seen by thousands! Florida Region displayed a tent-full of cars at the South Florida Fair. Entire families of SCCA volunteers can enjoy supporting an event like that.**

**9. Hold a "Tire Rack" Teen Driver Survival School. Include a membership for the teen with their entrance fee. Central Florida Region gained 30 new young members with this event!**

**10.**

**Parting thought: Is there an app for that?**

YOUR NOTES: