

## How to Promote Your Event

1. Customize the brochures. Include the event date, time, place, and contact numbers. Add any additional information specific to your event. Collect and include some testimonials from racquetball players at your club, if possible. Print the brochures on a high quality card stock or glossy paper. If you are handing out the brochure as a multi-sport program be sure to encourage the participants to visit the Play Racquetball website and ensure they give it to their parent or guardian.
2. Contact the local schools and multi-sport programs and ask if there is any interest in participating in a Play Racquetball program. Be sure to clearly explain what it is and why it is beneficial.
3. Ask current racquetball players if they know anyone that would like to come out and try racquetball, young or old. Start a, bring a friend or a family initiative.
4. Attend community sport registration days and promote Play Racquetball to all interested participants.
5. Create a tie in with a local sporting store if possible. Display Play Racquetball posters with your facility's information to attract potential players and drive them to the website to find more information.
6. Promote event on social media.

