



Marketing your Club

This presentation will inform you of the many ways you can market your club and your local weightlifting competitions



High Schools

- High schools are a great location to recruit athletes. Here are a few suggestions on how to get your name and club in front of student athletes.
 - Offer free instruction classes for sports teams
 - Once you've seen each athlete's ability, speak with the athletes who might benefit from weightlifting regularly
- Collaboration
 - Integrate your expertise into a training program with the athletic teams for a small nominal fee
- Attend high school athletic events and speak to parents of star athletes who are looking to improve in their sport
 - If parents want their kids to succeed and improve their strength for sport through weightlifting it may possibly lead to advancement and college scholarships.



High Schools

- Propose adding weightlifting as a PE class and act as the consultant for the teacher
 - Or, you could talk with school officials about having a weightlifting class at your club, allowing the students could leave school an hour early to attend the class and get school credit



Word of Mouth

- Word of Mouth is the best way to get exposure for your club. The more you talk to people, the more likely news about your offerings will spread. Here are some topic points:
 - Stress health benefits of weightlifting
 - Talk with parents who have athletic kids
 - Offer a free trial period for interested people
 - Show your enthusiasm for the sport



Internet Marketing

The image shows two website screenshots. The top one is for 'East Coast Gold' weightlifting team, featuring a navigation menu, a 'Who We Are' section, and a 'Team' section with text about their history and achievements. The bottom one is for 'California Strength', showing a navigation menu, a 'Athlete Training' section, and a 'Youth Programs' section with text about their training philosophy and equipment.

- Club Website
 - Create a club website that has general club information, lifting schedule, opportunities to compete, benefits of weightlifting, available coaches, information on how weightlifting improves fitness for other sports, etc.
 - Market your availability to consult with schools and fitness clubs if desired
 - Market free trial periods for interested people

Internet Marketing

- Facebook – This online site is extremely popular with younger generations and is a great way to gain exposure for your club
 - Create a Facebook Fan page for your club that links to your club website page
 - Update your Facebook page regularly with upcoming meets, tips for improving lifting, nutrition information, etc.
 - Invite all your friends and family to be a part of the group to gain exposure and draw interest of newcomers
 - Asking a couple athletes for help with the page is a good idea since most younger people have an account



Internet Marketing

- Twitter
 - Post daily reps for workouts on your twitter page and give suggestions to other lifters as well
 - Promote your club and free trial period as well
- Craigslist: Craigslist.com is a frequently used website for people seeking jobs, housing and other offers
 - You can post your weightlifting meets, schedule and trial periods on the site in the community section

twitter



follow us on
twitter

Media: Newspapers

- Club Notoriety
 - Send in results from local, national and international meets that your athletes competed in to the local newspapers
 - Have a community outreach event with your club, then send in a small story and picture to the local newspapers
 - Contact newspapers about upcoming meets and demonstration nights to put in community section of the paper
 - Send in personal testimonies of athletes who've achieved success in sport and life through weightlifting
 - Send announcements to local schools when their athletes do well at meets



Media: Email & Text Message

- Collect current and interested club members' emails
 - Send out information regarding schedules, upcoming meets and community programs you are doing
 - Offer a discount for a month membership if the person references the email upon registration
- Text message about events
 - Younger athletes most likely use their phones for everything, so text messaging is a great way to reach them about events and schedules



Club T-Shirts

- Make a club t-shirt
 - Younger athletes love representing “cool” things that they are doing. A good t-shirt, with an awesome design is a good way to get your name out there
 - Sell club t-shirts at local meets to raise money for the club



Community Activities

- Integrate
 - Connect with local community centers (YMCA, JCC, etc.) and host demonstrations for members
 - Set up free training sessions once per month at the local community center
 - Be a guest speaker during community center meetings, hand out business cards
 - Be involved with community festivals, set up a booth if possible
 - Post upcoming events and free trial periods in community bulletins and on event boards



Local Sponsorship

- Monetary Sponsorship
 - In exchange for event and/or club sponsorship create a plaque with you and your athletes featured on it that says something similar to "Proud Sponsor of our local weightlifting club The XXXX"
 - Display company banners and information in your gym in return for company sponsorship
 - Ask companies to sponsor individual athletes. Create a plaque for the company that says something similar to "We are proud to lift *athlete's name here* to new heights as his/her official athletic sponsor"



Local Sponsorship

- Value-in-Kind (VIK) or Donations
 - Ask companies to match money raised for specific events in exchange for sponsor representation at events or in your club facility
 - Solicit VIK donations for athletes and your club, give memorabilia for display in sponsor's office in return





Follow-up

- Follow-up with members or interested parties who've left your club via email, text or phone calls

Please feel free to contact USAW if you have any questions or would like help brainstorming more ways to gain exposure for your club

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