



NFHS Network Promotion Checklist

Here is the Network Playbook: clear, targeted messaging done on a consistent basis. That is what we need from you. Support materials are available at partners.nfhsnetwork.com – if you don't find what you need, we'll create it for you.

YOUR WEBSITE

- Promote your NFHS Network partnership with a clear call to action on the homepage of your website above the fold.
- Promote each of your NFHS Network events on your tournament information pages and/or tournament bracket pages.

IN VENUE

- PA Announcements – Use those provided on marketing guide or create your own.
- Program Ads – Notify Network staff at least two weeks in advance of print deadline.
- Video Boards – Include Network promo videos and LED signage.

SCHOOLS AND MEDIA

- Media Advisory – Send out to local media for each of our Network events.
- School Alerts – Notify all participating schools for each tournament and/or specific event.

SOCIAL MEDIA

- Facebook – Share your Network events and Like the Network page- facebook.com/nfhsnetwork
- Twitter – Tweet about all upcoming events and follow the Network- twitter.com/nfhsnetwork

SCHOOL BROADCAST PROGRAM (SBP)

- Letters - Send out promotional letters provided by the Network three (3) times per year.
- Newsletters – Include SBP promotional information in your newsletters and other correspondence.
- Calendar of Events – Notify the Network of all upcoming statewide meetings and conferences that provide an opportunity for engagement with key stakeholders; where possible, provide speaking opportunities or breakout sessions.
- Executive Board – Provide a personal introduction for SBP Territory Manger to the Executive Board/Committee either during a meeting or individually via phone/email.



- Key Influencers – Identify five (5) key influencers in the state that would be interested in a progressive concept like SBP and provide a personal introduction for SBP Territory Manager.
- Website – Create a dedicated page on the website to promote SBP and/or host promotional videos.
- Directory of Schools – Provide the Network with a directory of school contacts (hard copy or excel).
- Protect the Post Season – Fully enforce the Network Minimum Rate Card for Declined Events included in the Media Rights Agreement.

Please visit partners.nfhsnetwork.com to download graphics, web banners, templates, best practices and other handy tools to help you complete this checklist. As always, please contact Mike Carlton if we can be of any further assistance. We are happy to work with you directly on any custom promotions or marketing.