

Planning Checklist: Promotion and Media Sub-Committee

Time Frame	Responsibility	LT	ST
12 to 6 months	Confirm TV coverage, if applicable		
6 to 3 months	Work with Fundraising and Sponsorship Sub-Committee to include all sponsors in program, and to solicit other program advertising		
	Request official letters of welcome for program from local politicians, SSC president, etc.		
	Begin to create official program		
	Build webpage; post hotel, venue and community information		
	Plan and produce posters, other promotional items and souvenirs		
	Solicit items for registration kits/welcome bags		
	Design and print tickets		
Less than 3 months	Launch website		
	Prepare items for registration kits		
	Check that you have received official letters requested earlier		
	Prepare media kits		
	Work with local media to create interest in the event		
	Organize equipment requirements for media room at the event		
	Organize participation of school groups as spectators		
Less than 1 month	Complete program and print		
	Work with other committees to put registration kits together		
	Plan and execute press conference, if required		
	Work with media prior to and during event		
	Confirm seating arrangements for groups of spectators (schools); arrange for volunteer guides		
	Arrange for information booth at venue		
	Collect newspaper clippings, and make note of details of non-print media coverage for SSC report		
Post Event	Acknowledge volunteers and media participation		
	Submit media section of MC report to SSC as required by sanction		
	Complete the relevant section of the Final Competition Report in a timely manner to allow submission of the completed Report to SSC within thirty (30) days of the completion of the competition		