**Test Dive Day**

*Sample Marketing Event*

Test Dive Day is a sample marketing event which your USA Swimming member club can personalize to best suit your individual needs. Your club can utilize all or part of the examples below to personalize your approach. You may also create and implement additional items if you wish.

There are two pieces to the Test Dive Day marketing example: 1. Checklist and 2. Schedule Template. The checklist is a generalized document to help your club think about items which need to be done before, during and after an event. The schedule template provides an example schedule of how your club could map out a potential marketing event. Both items are meant to help USA Swimming member clubs create a marketing event which best suits their specific needs.

See below for the checklist as well as the schedule template to help guide your club on your individualized Test Dive Day event.

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**Checklist for Test Dive Day**

**Before event:**

* Decide what activations you want included in your event. Some ideas:
  + Free swim assessments (by stroke or water safety level)
  + Paid swim lesson program overview and sign-ups
  + Host a mini non-sanctioned swim meet
  + Food (food trucks, on-site food, catering, sponsors, etc.)
  + Prizes (mini ducks, stickers, bracelets, etc.)
  + Out of the water activities (I.e.: interactive board, ring the bell, etc.)
    - Interactive activities for kids to feel involved and part of your community can be beneficial to creating a welcoming environment
    - Interactive boards provide the ability for potential athletes to be more involved and get excited about joining your club. It could be having the athletes sign their name, place a sticker or put their handprint on a large poster board. This is something you can keep on site to continue celebrating your new members.
  + Swim event tracker (see resources section in the Marketing Toolkit) where athletes can write their event & times for record – make sure to include team name & contact info on the sheet for further questions after event is over
* Promote the event:
  + Advertise on social media
  + Flyers
  + Solicitation letters
  + Send out a press release to local media
  + Obtaining sponsors (see next bullet)
* Obtaining sponsors (check out the SwimBiz section on the Marketing Toolkit page for additional guidance)
  + Below are some examples:
    - Local smoothie shop coming to give test samples out and allow attendees to purchase smoothies.
    - Snow cones for sale.
    - Local restaurants or food trucks.
    - Prizes or gift cards.
* When promoting, make sure to include:
  + Name
  + What the event will include
  + Location & time
  + Contact information
  + Prizes or any other promotional items involved

**During event:**

* Provide or post a schedule of what the day will look like
* Distribute any handouts
* Have fun with all your activations – bring the energy to make activations inviting
* Talk and visit with attendees - be sure to give information about your program!

**After event:**

* Follow-up with attendees.
  + This could be done by collecting contact information before or during the event.
* Be prompt on responses
* Send communication to attendees if you have their contact information
* Reflect on your event and what changes you can make to improve it next time

**Sample Schedule for Test Dive Day**

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| --- | --- | --- | --- |
| Time | Action Item | Contact | Additional Notes |
| 7:00 a.m. – 9:00 a.m. | Senior group practice | Head coach | Possibility of attendees coming to watch practice. |
| 8:30 a.m. – 9:30 a.m. | Bagels and breakfast for team, volunteers and workers | Head age group coach | Start breakfast before senior group practice ends, so they will be able to get their items quickly and get ready for the day. |
| 9:30 a.m. – 11:30 a.m. | Paid swim lessons | Lessons contact | This allows for people in the community to purchase swim lessons. |
| 11:30 a.m. – 12:00 p.m. | Lunch for team, volunteers and workers | Head age group coach | Use this time to give your team, volunteers and workers a quick break. They can relax and eat lunch. |
| 11:30 a.m. – 3:00 p.m. | Lunch for attendees | Age group coach | This person will make sure food and drinks are available for attendees. Could be provided through on-site catering or even food trucks coming to location. A longer time is needed to avoid being overcrowded. |
| 12:00 p.m. – 1:00 p.m. | Free swim assessments | Lessons contact | This provides attendees an opportunity to have their child assessed in the water. This could be focused on water safety or stroke ability. |
| 1:30 p.m. – 4:00 p.m. | Presentation on swim  team with sign-up instructions | Head Coach | Provide a presentation for  attendees to learn more  about your program and what  it offers. Allow for Q&A at the  end and the ability to sign-up  on site. |