

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 event 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 both items to help guide your club on your individualized Test Dive Day event.

CHECKLIST FOR TEST DIVE DAY

BEFORE EVENT

Decide what activations you want to include in your event. Some ideas include:

- 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 (e.g.: interactive board for new sign-up participants, ring the bell, etc.)
- Interactive activities allow children to feel involved and part of your community. They can also help create a welcoming environment
- Interactive boards provide the ability for potential athletes to be more 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 Marketing Toolkit “Swim Event Tracker”) where athletes can write their event & times for record. Be sure to include team name and contact information on the sheet for follow-up accessibility.

Promote the event (examples):

- Advertise on social media
- Flyers
- Solicitation letters
- Send out a press release to local media
- Obtain sponsors (see next bullet)

Obtaining sponsors (examples)

Review the Marketing Toolkit Education section for additional guidance

- Local smoothie shop comes 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 and time
- Contact information
- Prizes or any other promotional items involved
- Where to find additional information

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 think what changes you can make to improve it next



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SAMPLE SCHEDULE FOR TEST DIVE DAY

TIME	ACTION ITEM	CONTACT	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.

