



Archery Big Weekend DIY PR Toolkit

To increase awareness of the Archery Big Weekend event taking place at your archery club we need your help....



To raise the profile of your event and encourage visitors we have created a number of template documents which we hope will help you make your Big Weekend open day a real success. These include:

- Pre-promotion: Template press release for you to issue to your local media ahead of the event
- Post event: Template press release to issue to your local media after the event with accompanying photos
- Photography brief: Includes some hints and tips on what to include in photography and what the newspapers are looking for

These documents are a supportive guide. Please feel free to adapt them as you see fit.

We hope that we will generate lots of coverage in the newspapers in order that we can make this year's Archery Big Weekend event the best yet.

Thank you in advance for your support.



Hints & Tips on approaching the media:

Contacting the media before the Big Weekend:

- The press release has a number of gaps which you need to complete ahead of speaking to the local media
- Find out the contact telephone number of your local newspaper(s)
- Call your local newspapers as soon as possible (ideally w/c two or three full weeks before your event) and ask to speak to the news or sports desk
- Tell them about your event and ask them for a contact email address so that you can send your press release
- Send them the adjusted press release and Big Weekend logo via email and invite them/their photo desk to attend your event – be sure to include your contact details
- Call your contact back the following day and check if the story is of interest and make sure everything has been received ok
- On many newspaper websites you can upload your event information yourself, we recommend you go to your local newspaper website and see if this option exists

Media attending over the weekend:

- If media or a photographer are going to attend on the day make sure you tell them to come down when the activity is in full swing so that they can get good photos of people 'having a go' at archery
- Also make sure you have their contact details and they have yours
- If you want to promote your club, be sure to have banners or flags in the background or ensure people wearing club T-shirts feature in the photos as this will help to raise awareness of your club locally
- For further hints on photography, please refer to the photography brief and complete consent forms



Contacting the Media after the Big Weekend:

- Some newspapers will be interested in covering the Big Weekend after the event
- Be sure to contact them at the latest on the Monday after the weekend event
- Most local weekly papers go to print on Thursday so will need to have all the information by Tuesday at the latest
- Fill in the relevant gaps in the post event press release
- Call your local newspaper and ask to speak to the news or sports desk
- Tell them about the event and ask them for a contact email address so that you can send your press release and accompanying photography
- Send them the adjusted press release and one photograph via email; be sure to include your contact details
- It is important to ensure any photography is not too large, we would recommend that images are no larger than 3Mb in size
- Call your contact back the following day and check if the story is of interest and make sure everything has been received ok

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