



www.nationalorienteeringweek.ca
June 4 - 12, 2016

MARKETING KIT

#OrienteerNOW



National Orienteering Week

INTRODUCTION & FAQ

What is National Orienteering Week?

National Orienteering Week (NOW) is an event to celebrate the sport we love. To provide an opportunity to showcase your club. And introduce the sport to new people who would like to learn more!

When is National Orienteering Week?

June 4-12, 2016

Who can participate in National Orienteering Week?

Clubs and provincial/territorial orienteering associations that are affiliated with Orienteering Canada can include their NOW events on Orienteering Canada's NOW schedule of events (www.nationalorienteeringweek.ca).

Anyone with an interest in the sport of orienteering is welcome to participate in a NOW event. Beginners and existing orienteers are most welcome.

Why participate?

The goal is to engage and encourage clubs to plan at least one beginner friendly event during the week of June 4-12. Orienteering Canada will be doing a lot of promotion to encourage newcomers to come to NOW events. We also encourage the clubs to use the profile of NOW to do some extra promotion around National Orienteering Week.

National Orienteering Week provides an opportunity for clubs and associations from across the country to connect on a common annual goal. Have fun involving your club with the national orienteering community!

It is fantastic that many clubs and associations organize many beginner friendly events throughout the year. We thoroughly encourage that. Events held during National Orienteering Week get some special attention because of the extra promotion that Orienteering Canada does and potentially through the extra promotion that a club does. Ideally NOW gives the clubs an opportunity to do some extra promotion. Perhaps try a new way to promote your events.



National Orienteering Week

KEEP IN TOUCH WITH US

Tracy Bradley (ED) and Charlotte MacNaughton (Communications & Development Director).

Reach us at now@orienteering.ca.

Contact us with any questions or comments re National Orienteering Week. We'll help however we can. Also, please send us your photo, events info, etc from your NOW events. And let us know how to improve NOW next year.

We want to hear from you!

HISTORY

Until 2008, National Orienteering week was known as Orienteering Week in Canada (OWIC). The idea began in 2004 when the Calgary orienteering club (FWOC) held a club championships week – three different races (middle, long, and sprint distances) and an end-of-season awards party. This event was a tremendous success and news of it spread over the internet. Several other clubs expressed interest in holding similar events and as the discussion grew nation-wide, *the Big Idea* was hatched to hold as many club championships as possible across the country at more or less the same time.

It was agreed that in 2005 Orienteering Week in Canada would take place September 21 – 28. Clubs taking part included Yukon, Vancouver, Calgary, Edmonton, Guelph, Ottawa, and Hamilton and several others. The format of the races varied depending on what was most appropriate for particular clubs.

The Calgary club found their OWIC events got lots of people very excited about orienteering. It got “city park only” people doing competitive orienteering and really enjoying it. For many it was the first time using ePunching, running at intensity, and having exposure to the best quality forest maps. Furthermore it provided events with a certain appeal to the media, a key factor in working to raise the profile of orienteering. And most of all, OWIC links the Canadian orienteering community through a common nation-wide project.

OWIC evolved into National Orienteering Week (NOW) and focuses on encouraging beginners to try the sport.

2016 will be the 11th National Orienteering Week.



National Orienteering Week

EVENT IDEAS

HOST AN “OPEN HOUSE” event

- Design a specially planned activity day for the public to observe and or participate- perhaps a “learn to” event.
- Set aside an area with information, a place where people can ask questions.
- Make sure to direct people to your website and possibly a contact person for follow up.

‘BRING A BUDDY’ Event:

- Keep a list of names of the participants on file- if you are inviting your younger orienteers to bring a friend make sure you have parent’s consent or have parents attend as well.
- Younger kids can wear a name tag with "My name is John, I’m **Mark's** buddy!"
- Everyone who brings a buddy gets their name in a draw to win a t-shirt or another promotional item.
- Make sure the level of activity is appropriate for new-comers and have fun!

TWIN WITH A CLUB FROM ANOTHER CITY:

- “Twinning” an event with another club from another Province- run the same event, take pictures and share with Orienteering Canada.

HOST A “FITNESS CHALLENGE” Day:

- Invite a local city official, police officers, firemen, or military, to join and pair up with Orienteers in your club during an event. A great opportunity to connect in your community. Don’t forget to invite a reporter!

INVITE A GROUP TO YOUR EVENT:

- Outdoor recreation classes or recreation and leisure students would love the opportunity to learn about our sport. Contact a local college and get a class involved.
- Are there any other outdoor groups that you can connect with and invite to your event? How about a local cadet group?

HOST AN INFORMAL PRESENTATION AFTER YOUR ORIENTEERING EVENT:

- Topics may include nutrition, sports therapy, running, injury prevention. Or a presentation from an orienteer in your club who has participated at an interesting event.
- Physiotherapist or athletic trainers are a good choice



National Orienteering Week

PROMOTION

WHAT PROMOTION WILL ORIENTEERING CANADA DO?

- Orienteering Canada will maintain the overall NOW schedule (www.nationalorienteeringweek.ca)
- Send a NOW press release nationally
- Do targeted Facebook advertising in areas that are hosting a NOW events
- Lots and lots of social media in the lead-up and during NOW
- Hosting a contest and giving a prize of oodles of Orienteering Canada swag to someone using the #orienteerNOW hashtag
- Create this marketing kit

KEY MESSAGES AROUND NOW

Feel free to use this in your promotion of your NOW event

- NOW is the time to try orienteering. June 4-12 across Canada is National Orienteering Week.
- Have you always wanted to try orienteering? National Orienteering Week is a great opportunity to try the sport. Clubs across Canada are hosting beginner friendly orienteering events.
- CLUB name is hosting an orienteering event at LOCATION on DATE. Come on out and give orienteering a try.
- Want to try a sport that combines the best of country country running with navigation. Try orienteering during National Orienteering Week
- NOW's the time to bring a friend to an orienteering event.
- NAME OF CLUB is excited to be hosting an orienteering events (INSERT DETAILS) as part of National Orienteering Week
- **Don't forget to use the #OrienteerNOW hashtag in all your social media (Facebook too)**

SUGGESTIONS FOR CLUBS/ASSOCIATIONS TO PROMOTE THEIR NOW EVENTS

LOCAL PROMOTION

- Contact your local media folks. Is there is media person is your area that has an awareness of orienteering? Contact and encourage him/her to mention/cover your event.
- Place a poster for your event in local coffee shops, running stores, sporting good stores, etc.
- Add your events to any relevant local event listings



National Orienteering Week

WEBSITE

- Please mention National Orienteering Week on your club's website. Add a NOW graphic to your webpage (your main page and/or your event page). Help us to spread the word about National Orienteering Week.
- Have a good look at your club/association website, taking the perspective of a newcomer to the sport. Is your website beginner friendly? Does your website make it easy for a newcomer to the sport? Here are a few things to consider:
 - can a newcomer get a basic understanding of what to expect if they come to an event
 - will they be given some suggestions of what to wear/to bring
 - will they be offered some instruction to learn the basics
 - will they know exactly where to go to get to the event
 - will they easily understand how to register for the event?

Check out the Ottawa O Club's "Try an Event" page for a great example of beginner friendly information: ottawaoc.ca/index.php/join-us/try-an-event.

SOCIAL MEDIA

- Post about your NOW events on your social media. Encourage people to share info about your event. Post, post, post... share, like... Be a social media extrovert leading up to and during NOW!
- Be sure to follow Orienteering Canada's social media (Facebook, Instagram, and twitter) -like, share, retweet, comment etc. Help us build the momentum to and during NOW
- Countdown to your NOW events on your social media (they will become countdown graphics on the Orienteering Canada social media – please use this graphics if that's helpful for you
- Post on relevant pages (Facebook) or tweet to relevant twitter accounts re your event (e.g. does the location where you are having your event have a Facebook or twitter account. If so, let them know about your event (contact now@orienteering.ca if you need help with this. And if you don't have a twitter account, we can use Orienteering Canada's twitter account)
- Use the key message above or create your own
- Post info / pics about your events on Orienteering Canada's social media
- Use the graphics below if they are useful for you. Or create your own (There are lots of great programs and apps to do this: Such as Canva, Word Swag, etc.)
- **Don't forget to use the #OrienteerNOW hashtag in all your social media (Facebook too)**
- Other hashtags #tryanewsport #trysomethingnew #goorienteering #orienteering #getoutside

NATIONAL HEALTH & FITNESS DAY

June 4 is National Health and Fitness Day. Use this link in your promo – especially if your event in June 4th. Encourage people to do something physical. Encourage them to orienteer as part of National Health and Fitness Day. Check out the NHFD website. There are some great resources there:

www.participaction.com/en-ca/programs/national-health-fitness-day

LOGOS AND GRAPHICS



National Orienteering Week

Feel free to use these graphics. Email us at now@orienteering.ca if you need a different version. You can also visit this page for these and other graphics: www.orienteering.ca/events/national-orienteering-week/now-promotion/



National Orienteering Week



National Orienteering Week

A great time to try out the sport of orienteering!



**National
Orienteering
Week**
June 4 - 12, 2016



Orienteering clubs across
Canada will be hosting
events for newcomers.
www.orienteering.ca

C'est un bon temps pour essayer le sport d'orientation



**La semaine nationale
du sport d'orientation**
le 4 au 12 juin, 2016



Les clubs d'orientation au Canada
veulent offrir des événements
pour initier les nouveaux
www.orienteering.ca



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