### BSA Racing | Event Promotions Checklist

<table>
<thead>
<tr>
<th>BEFORE THE EVENT</th>
<th>BEFORE THE EVENT</th>
<th>BEFORE THE EVENT</th>
<th>DURING THE EVENT</th>
<th>AFTER THE EVENT</th>
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<tbody>
<tr>
<td>Month Before</td>
<td>Week Before</td>
<td>Days Before</td>
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#### General
- **Get a signed Talent Release Form** for each participant under 18 prior to the event.
- **Remind Scouts to wear their full uniform to the event.**

#### Email Marketing
- Promote the event in your council newsletter.
- Send a separate email invitation to your members and unit leaders. Ideally, you should send one email to Cub Scouts and pack leaders by promoting the activities most relevant to them, and a slightly different one to older youth and their adult leaders promoting activities most aligned with their age group.

#### Social Media
- Set up a Facebook event (it’s free!) on your council and district Facebook pages a month prior to the event to drive interest and registration.
- Ask the venue’s social media representative to post about Scouting using the hashtag #BSARacing or to retweet/repost your content on their social channels.
- Use the hashtag #BSARacing plus the city name or venue name (Ex: #BSARacing #Indianapolis).
- Encourage attendees to do the same when posting relevant and appropriate content leading up to and during the event.
- Encourage attendees to use the right hashtags when posting during the event.
- Ask one or more of the council representatives attending to take photos/videos and post the content on Instagram, Snapchat, Facebook, and Twitter. Make sure the videos and photos include Scouts, not just event footage.

#### PR
- Reach out to local media and bloggers who cover local sports and/or community events.
- Send a press release 7-10 days before the event.
- Follow up with reporter/blogger a few days after sending the press release to gauge level of interest and offer more details that may peak their interest.
- Offer to provide photos immediately following the event.