

Promoting your Mile



This is your opportunity to really shout about your Sainsbury's Sport Relief Mile and spread the word within your local community. If you have anything out of the ordinary going on, make sure you let your local BBC radio and other local media know, as well as your contact here at Sport Relief, so that you can get media coverage for your Mile!



Whilst this manual acts as a guide, and some of the instructions are quite structured, as the event organiser please feel free to think creatively and bring other elements to your event should you have the time and resources.

We will provide you with press release templates to adapt and send out to local media, but remember the more exciting your event sounds, the more likely they are to cover it.

Before the event

To really maximise the number of Milers that come to your event, you'll need to publicise it to get people to enter. As well as using the posters and online materials we provide, you could think about trying to get some media coverage before your event happens.

Local media like unusual stories with a strong angle. Good pictures really help bring stories to life – for instance, you could get some of your colleagues, friends or family who will be taking part in the Mile to pose in funny costumes that they plan to wear on the day.

During and after the event

Inviting your local newspaper or radio station to cover your Mile is a great way of making your Milers feel part of something huge, and can also help to push donations after the Sport Relief Weekend. Here are a few ideas to help get the media interested:

- Research whether there are any local celebrities or sports people based in, or originally from your local area, and invite them along to your Mile. Think carefully about who to approach and target the people who are most likely to be able to take part in your event. This could be:
 - ◆ A presenter from your local radio station
 - ◆ A retired sports personality who lives in your town
 - ◆ Your local Mayor or MP
 - ◆ Your local football/rugby teams along with any mascots the clubs may have
- Ask one of the above VIP guests to start your Mile
- Make contact with your local BBC radio station and ensure they are informed of your plans





How & when to contact the media

When contacting your local newspapers or BBC radio, in most cases the quickest way to get a journalist interested is to give them a call. Briefly explain what you would like to send them and outline the story. That way you will quickly know whether or not they are interested and if it is worth sending them written information.

Most people think of a press release as something for newspapers, but it can also be used to get your local radio station interested. Before you contact a radio station in your area, check you have a good, confident spokesperson who is happy to be interviewed. The best approach is to let them know about your event around a week in advance so they can plan accordingly.



Maximising Milers

In addition to contacting your local media, please help us to drive people to enter your Mile by:

- Distributing the promotional flyers and posters in your local area
- Spreading the word to all of your members, customers and employees – make sure they know about your involvement in Sport Relief
- Using the 'In support of Sport Relief' logo on any of your own promotional materials (subject to our logo guidelines and the Event Organiser Agreement)
- Speaking to local clubs, companies and organisations and asking them to spread the message to their members, customers and employees.
- Get in touch with your local Sainsbury's who will help promote your Mile and may even take part! (See Working with our Partners section for more details).

“ It was a great day out and really positive for the people and businesses in the local community. It was the first year I have organised a Sainsbury's Sport Relief Mile and bringing in help from different people from the local community was massively useful because we all held different nuggets of information that helped to make both events run really smoothly. It also meant that promoting the event was really easy as details were passed by word of mouth – I also think the event really does sell itself because of all the promotional work Comic Relief is doing in the lead up to the Sport Relief weekend.”

Beth Mitchell – Community Health Development Worker, NHS Health Promotion Service in Cornwall