

Sport Awards Communications

May 2021

Clients:

- Teri Bommer, Sport Liaison Coordinator
- Nina Jakovljevic, Senior Planning Coordinator

Objectives

- **To** honour Brampton residents (past or present) who have made outstanding athletic achievements and/or contributions to the development of sport
- **To** raise awareness about the program and encourage people to participate/nominate

Inductees:

- Kenneth Condie (Builder – Horseshoes)
- Robert Sanderson (Builder – Lacrosse)
- Orlando Bowen (Athlete – Football)
- Timothy Trimper (Athlete – Hockey)
- Zeny Lipinski (Veteran – Lacrosse)

Key messages

- Brampton is a healthy and safe city, encouraging and celebrating those in sport
- Brampton is proud to recognize this year's inductees into the Brampton Sports Hall of Fame and celebrate their achievements

Audiences

Primary

- Brampton residents
- Brampton sports community

Secondary

- Mayor and Council
- Corporate Leadership Team

Communication Tactics

Budget: \$15,000

Media Communications			
Tactic	Timing	Cost	Project #
Media Release Translate into all top languages as per current practice. <ul style="list-style-type: none"> Recognizing the inductees and their achievements 	May 13 After Council Date TBD	N/A	
Media interviews (reactive) Respond to media inquiries and requests for interviews in a strategic, consistent manner	If required Media Team	N/A	
Social Media			
Tactic	Timing	Cost	Project #
Facebook/Instagram/Twitter/LinkedIn <ul style="list-style-type: none"> Posts and stories Consistent messaging across channels Organic: <ul style="list-style-type: none"> Award winner recognition Share short form videos, drive to website for details and longer video Images and content about each nominee Paid: <ul style="list-style-type: none"> Program awareness Nomination period closing June 15 Graphics/photos to be incorporated wherever possible, with links back to website for more information.	May 10 - 31	\$500	
Council Toolkit <ul style="list-style-type: none"> Key message overview Draft social messages Social media tiles 	May 10	N/A	
Ambassador Toolkit <ul style="list-style-type: none"> Key message overview Draft social messages Social media tiles Provide to Recreation to share with their community sport contacts and organizations 	May 10	N/A	
Digital Media			
Tactic	Timing	Cost	Project #

communication plan

Garden Square Screen & Ticker Ad Use of videos on Garden Square screen Message across ticker to encourage nominations	May 10 - 31	N/A	
Digital Screens City Hall, POA Court House, Rec Centres	May 10 - 31	N/A	
Video Message from Mayor Brown celebrating all nominees and their achievements Encourage all to recognize and nominate athletes in future years	May 10 Film April 28	N/A	
City Publications			
Tactic	Timing	Cost	Project #
City Matters e-newsletter Email distribution list Posted on website, promoted via social media	May 1 June 1	N/A	
Spotlight Message Recognizing inductees	May 13	N/A	
Advertising			
Tactic	Timing	Cost	Project #
Brampton Guardian – Print Print: <ul style="list-style-type: none"> • Advertorial • ½ page ad, 1 page article speaking about the program and recognizing the inductees Specific details to be provided by the Guardian	May 20	\$1700	
Brampton Guardian – Digital <ul style="list-style-type: none"> • Encourage nominations • Drive to website for more information, details on nominees, categories etc. 	May 10 - 31	\$2000	
Ethnic Media			
Tactic	Timing	Cost	Project #
Print/Digital/Radio <ul style="list-style-type: none"> • TBD • Possible ad about the program as a whole, encourage participation in future years 	May	TBD	
Print Materials			
Tactic	Timing	Cost	Project #
Shelter Ads <ul style="list-style-type: none"> • 5 shelters – one per nominee • Place as close to their house as possible 	May 10 - 31	~\$1500	

Measurement & Evaluation

- Track social impressions
- Track social engagement

Potential Messaging:

All digital content to link to:

[City of Brampton | Recreation | Brampton Sports Hall of Fame](#)

City Matters:

Brampton Sport Hall of Fame

Every year we recognize Bramptonians who have made an outstanding contribution to sport in the community. Congratulations to Kenneth Condie, Robert Sanderson, Orlando Bowen, Timothy Trimper, and Zeny Lipinski. For details on their background and achievements visit LINK

Link: [City of Brampton | Recreation | Brampton Sports Hall of Fame](#)