



**#CoachesWeek**

SEPT 23 - 30, 2017

MARKETING KIT



SEPTEMBER 23 - 30, 2017

**September 23 - 30, 2017 marks the third annual National Coaches Week and we're asking Canadians everywhere for your help celebrating!** Whether you are from a National Sport Organization, Provincial/Territorial Sport Organization, club, or you are a coach, parent, or athlete, we want your help saying 'thanks!' to coaches from coast to coast.

It can be as simple as writing a letter or biography about a coach you'd like to say thanks to, or as elaborate as hosting your own National Coaches Week event; the following tools will help you create and promote National Coaches Week content that will recognize the special coaches in your community.

Don't know where to get started? Don't worry! There are lots of ways you can participate – pick and choose whatever works for you! You can:

### **Promote National Coaches Week Online**

- Social Media Posts and Graphics
- Background Information
- Key Messages
- Logos
- Guiding Principles for Using the National Coaches Week Logo
- National Coaches Week Promotional Tools (Generic)
- Customized National Coaches Week Graphics
- Website Copy
- Newsletter Copy

### **Promote National Coaches Week in your Community**

- Letter to your Mayor – a template letter to your mayor to declare September 23 - 30, 2017 National Coaches Week in your community
- #ThanksCoach postcard – just print and distribute to local athletes to share why they want to say #ThanksCoach
- #ThanksCoach profile template

### **Plan a National Coaches Week Event**

#### **National Coaches Week Corporate Partners**

- TeamSnap

### **Contact us!**

Helpful Tip! Do you want to download a zip file of all of the graphic tools throughout this marketing kit in one convenient location? [You can do so here!](#) If you want to pick and choose what you download click individual download links throughout the Marketing Kit!



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## Social Media Posts and Graphics

You can follow all of the National Coaches Week social media action on Facebook and Twitter using #CoachesWeek and #ThanksCoach.

We've formatted [this image](#) for sharing on Facebook and Twitter or to be used as your display picture to show your support of National #CoachesWeek.

Want to take part but don't know what to say? Use some of the social media posts below on either Facebook or Twitter to join the conversation!

Check out this year's NEW 2017 graphics!



Celebrate the important role of the coach during National #CoachesWeek September 23 – 30th!  
#ThanksCoach

Take some time this week to say #ThanksCoach to an important coach that helps you perform your best.  
#CoachesWeek

Did you know sport is the biggest volunteer segment in Canada? Say #ThanksCoach for all the time they spend with you! #CoachesWeek

Coaches are a crucial part of building a healthy, active community. Get involved in National #CoachesWeek, say #ThanksCoach!

Are you headed to practice or your favourite game? Take a minute to say #ThanksCoach today!  
#CoachesWeek

Check out why some of Canada's athletes want to say #ThanksCoach to their coaches: <http://bit.ly/1GKnq1i>

Looking for a National #CoachesWeek event to join in your community? Check it out: <http://bit.ly/1GKnq1i>

Host your own National #CoachesWeek event! Learn more: <http://bit.ly/1GKnq1i>

September 23 – 30th is your chance Canada! Tell us why your coach rocks using #ThanksCoach!

There are lots of partners you can follow on Facebook and Twitter who will have information about National Coaches Week. For a list of some of the National Coaches Week partners you should check out, [click here](#).

## Background Information

The Coaching Association of Canada (CAC) and the 13 Provincial and Territorial Coaching Representatives (PTCRs) meet numerous times throughout the year to discuss coach education, the National Coaching Certification Program, and how we can work together to enhance the experiences of all Canadian athletes through quality coaching.

Together, the PTCRs identified that each province and territory, and many of the CAC's 66 National Sport Organization (NSO) partners, were hosting their own individual coaches weeks at various times throughout the year. In an effort to maximize these efforts, and to drive awareness and recognition for coaches across the country, the PTCRs decided to unify their efforts with the CAC and host a single national week for coaches across the country.

When 2015 was proclaimed the Year of Sport by the Governor General of Canada, it provided a platform for the Canadian Sport community to rally behind the first annual National Coaches Week in 2015.

Based on the tremendous success of the campaign's last two years, the PTCRs and the CAC invite Canadians everywhere to join us, again, in celebrating the third annual National Coaches Week September 23 – 30, 2017.

## Key Messages

Mission Statement: National Coaches Week is a week to celebrate the tremendous positive impact coaches have on athletes and communities across Canada. This week is an opportunity to recognize coaches for the integral role they play by simply saying #ThanksCoach.

- Coaches are a valuable contributor to communities across Canada.
- Canadians across the country should take the opportunity during National Coaches Week to say, #ThanksCoach.
- Coaching contributes significantly to volunteerism in Canada.





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## Logos

The following are the English and French logos for National Coaches Week. You can download high resolution versions of the National Coaches Week logo, [here](#).



## Guiding Principles for Using the National Coaches Week Logo

- Clear space must be given around the logo. Type and graphic elements must not encroach on this clear space.
- Do not stretch or compress the logo disproportionately.
- Do not rotate the logo; the National Coaches Week logo should always remain horizontal.
- Do not change the colour of any part of the National Coaches Week logo.
- The logo must be legible, and all words of the logo must be clear when used.

## National Coaches Week Promotional Tools (Generic)

Graphics help you promote National Coaches Week on your website, on social media, and on any other digital or print materials you may create. We have created the following graphic tools that will help you add a generic National Coaches Week graphic element to your promotions.

You can download high resolution images of the National Coaches Week graphics [here](#).

Check out 2017's new promotional materials, here!



## Customized National Coaches Week Graphics

The National Coaches Week logo was designed to be easy to use for organizations looking to promote National Coaches Week using their own coaching images or images that are specific to their own National Coaches Week events. Check out the images below for examples on how you can use the National Coaches Week logo in your own promotions.

Do you like what you see? You can download the example images, [here](#).





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## Website Copy

About [National Coaches Week](#)

National Coaches Week is a week to celebrate the tremendous positive impact coaches have on athletes and communities across Canada. This week is an opportunity to recognize coaches for the integral role they play by simply saying #ThanksCoach.

With events held across the country to celebrate coaching, National Coaches Week provides coaches with the recognition they deserve for the time they devote to ensuring Canadians live an active, healthy lifestyle. For more information on what is happening in your region, visit [www.coach.ca/nationalcoachesweek](http://www.coach.ca/nationalcoachesweek) or contact your [Provincial or Territorial Coaching Representative](#).

### Events

National Coaches Week features plenty of events across Canada from coach training, to coach recognition nights, there are lots of ways you can celebrate coaching!

You're invited to host your own National Coaches Week event! Recognizing coaches is easy. Having a special practice where you'll be saying #ThanksCoach? Hosting an NCCP workshop? Are you having a special awards ceremony to say 'thanks' to all of the coaches from your club? All of those events count as National Coaches Week events! We've created tons of tools to help you either get started, or make your event even better. Check out the Marketing Kit available on [www.coach.ca/nationalcoachesweek](http://www.coach.ca/nationalcoachesweek) for tools, resources, and more! For more information on what is happening in your region, or for help with your own National Coaches Week event visit [www.coach.ca/nationalcoachesweek](http://www.coach.ca/nationalcoachesweek) or your Provincial or Territorial Coaching Representative's website, available [here](#).

### Partners

National Coaches Week wouldn't be possible without the support of the Canadian Sport Community and its corporate partners. Founded through a collaboration of the Coaching Association of Canada and the Provincial and Territorial Coaching Representatives, National Coaches Week is proud to have invited all 66 National Sport Organizations, their hundreds of Provincial/Territorial Sport Organizations, and the thousands of clubs across Canada to join us in celebrating the powerful positive impact of Canada's coaches.

Learn more about your [Provincial or Territorial Coaching Representative](#)  
Find your [National Sport Organization](#)

National Coaches Week's corporate partners have exemplified their commitment to coaching by joining Canadians in saying #ThanksCoach as a partner in the inaugural National Coaches Week. National Coaches Week and all of its partner organizations would like to thank and recognize all of our corporate partners for their contribution.





## Newsletter Copy

The Coaching Association of Canada and the provincial and territorial coaching partners are proud to present the third annual [National Coaches Week](#), September 23 – 30, 2017.

National Coaches Week is a week to celebrate the tremendous positive impact coaches have on athletes and communities across Canada. This week is an opportunity to recognize coaches for the integral role they play by simply saying #ThanksCoach.

With events held across the country to celebrate coaching, National Coaches Week provides coaches with the recognition they deserve for the time they devote to ensuring Canadians live an active, healthy lifestyle.

Stay up to date with everything happening leading up to National Coaches Week by visiting [www.coach.ca/nationalcoachesweek](http://www.coach.ca/nationalcoachesweek) and by following along on Facebook and Twitter using #CoachesWeek and #ThanksCoach.

## Letter to your Mayor

During National Coaches Week we are encouraging Canadians to put a spotlight on coaches and give this, largely volunteer, part of Canadian sport a thanks. Communities across Canada also have an important role to play in bringing attention to the importance of celebrating Canadian coaches. That's why we are asking you to bring forward a proclamation request to your mayor or local councilors to proclaim National Coaches Week in your community.

A proclamation is an opportunity to make a public announcement, as well as create community awareness about National Coaches Week while celebrating the tremendous positive impact coaches have on athletes and communities.

Here are some steps you can follow to have National Coaches Week proclaimed in your community:

- Contact your mayor's office or local councilor to request a proclamation. Initial contact can be made in writing with a letter sharing information on National Coaches Week and the [proclamation template](#).
- If you do not hear back from your mayor's office or local councilor, follow up with a phone call ensuring that they received your request and that it is being considered.
- Make an appointment to meet with them for the signing of the proclamation. Perhaps arrange to have a photo taken of them signing the proclamation.
- Let us know about it on Facebook and Twitter using #CoachesWeek and #ThanksCoach! The proclamations are a key part of getting the word out about coach appreciation across Canada.





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## Letter to your Mayor

[Date]

Dear [Name],

On behalf of [Your Organization/Community], I am writing to you today to request that you issue an official public proclamation recognizing National Coaches Week from September 23th to 30th in our community.

National Coaches Week will focus on putting a spotlight on coaches and give this, largely volunteer, integral part of Canadian sport a thanks. National Coaches Week encourages Canadians to say thanks and celebrate the tremendous positive impact coaches have on athletes and communities.

I am requesting that National Coaches Week be publicly proclaimed in [Your Town/City/Community] in order to say thanks to Canadian coaches.

More information on National Coaches Week is available at [www.coach.ca/nationalcoachesweek](http://www.coach.ca/nationalcoachesweek), and the Organizing Committee is happy to provide your office with suggested text for the proclamation. I look forward to following up with your office shortly.

Thank you in advance for your consideration and support for Canadian coaches.

Sincerely,

[Name]

[Contact Information]

## #ThanksCoach Postcard

Are you looking for an easy way for you or your athletes to say thank you to your coach? Print out this [postcard](#) and distribute it to athletes in your community. With a #ThanksCoach National Coaches Week image on one side, and a space for an athlete to write a personalized message to a coach on the other, this simple gesture will help your athletes recognize their coach! Take a picture of your athlete and coach with their postcard and share it with us using #ThanksCoach on Facebook and Twitter.





## #ThanksCoach Profiles

Are you interested in writing a profile about a coach you want to say “thanks” to? Here is a quick and easy [template](#) you can provide your athletes with to get information about coaches in your community that you want to profile!

Who can you fill out a #ThanksCoach profile for? Anyone! From grassroots to high performance, all coaches are deserving of recognition. Tell us about a coach that deserves a big thank you!

Why should you profile a deserving coach? The #ThanksCoach profile initiative is part of National Coaches Week that helps celebrate the diversity of coaches across Canada and the positive impact they have across the country.

### Coach Details

Coach’s Full Name:

Female or Male?

What sport does he/she coach?

Location (City, Province):

### Athlete Details

Athlete’s Full Name:

Female or Male?

Position/Team/Club/Sport:

Location (City, Province):

### Questions and Answers

Answer at least 4 of the following questions (your total submission should be a minimum of 250 words):

1. What does your coach do that makes him/her a great coach?
2. Write a memory/story about your coach.
3. What lesson(s) has your coach instilled in you?
4. Pick 3 words that describe your coach. Explain why you chose each word.
5. What is something that reminds you of your coach?
6. What animal would your coach be and why?
7. Other than the sport they coach you in, what sport would you like to watch your coach try?
8. If you had to pick a karaoke song to describe your coach what would it be? Why?
9. What is an important skill your coach has that makes them a good coach?
10. Why do you want to say “thanks, coach”?

Please attach a picture of your coach if possible or your club logo.



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## Plan a National Coaches Week Event

Are you interested in hosting your own National Coaches Week event? The Provincial and Territorial Coaching Representatives (PTCRs) across the country are here to help. With experience hosting events from a small to large scale, whether you're hosting an NCCP event, an awards gala, or any other coaching event, the PTCRs are your number one resource for event support.

Contact your PTCR for more information on event support in your region, [here](#).

The marketing tools found throughout this document were developed to help you promote, market, and celebrate coaching events held throughout the week.

## National Coaches Week Corporate Partners

National Coaches Week's corporate partners have exemplified their commitment to coaching by joining Canadians in saying #ThanksCoach as a partner in the inaugural National Coaches Week. National Coaches Week and all of its partner organizations would like to thank and recognize all of our corporate sponsors for their contribution.



## Contact Us!

If you have something planned for National Coaches Week, are using these marketing materials to promote in the lead up to the event, have questions, or need additional resources, we want to hear from you!

Please feel free to reach out to:

### **Krissy Murphy**

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