



UNION INTERNATIONALE
DE PENTATHLON MODERNE

UIPM PROMOTIONAL GUIDELINES



**Promotion is crucial
to the success of the
competition.**

1. INTRODUCTION

Promotion is crucial to the success of the competition. It is promotion that drives awareness, media and public interest and, ultimately, ticket sales if it applies. The main objective for promotion is to create awareness of and interest in the competition. There are various elements involved in promotion, which can be global/international, national or local and can be initiated at least one (1) year in advance right up to, during, and even after the competition.

Although it is understood that the LOC will focus largely on national promotion, while UIPM will take responsibility of generating awareness on the international and global level, it is important that the LOC and UIPM work closely together in order to ensure that all promotion activities, whether national or international, are coherent, coordinated and consistent.

The LOC shall nominate as soon as possible, and at the latest six (6) months before the beginning of the competition, a person with previous experience in the area who shall act as Promotion coordinator, responsible of developing a promotional plan and coordinating all related activities together with UIPM. All promotion activities shall be consistent with the UIPM Media and Marketing guidelines that has been developed and made available to you.



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The LOC shall develop a first Promotional Plan draft and present it to UIPM



Whenever possible, the LOC shall establish media partnerships.



At least two (2) weeks before the start of the Event and until its conclusion, the LOC shall display a range of Event materials.



The website is set up by UIPM solely and the LOC is not entitled to set up any other competition or competition-related website.



All global digital activities related to the competition will be led by UIPM.

2. PROMOTIONAL PLAN

As stated in the Bidding Document, The LOC shall develop a first Promotional Plan draft and present it to UIPM no later than 6 months before the competition. This Promotional Plan shall include, but not be limited to:

- Plans covering print and digital, TV and radio, Advertising, Flyer Distribution etc.
- Involvement of National athletes for media interviews in the lead-up to the Event;
- Promotions through the national Modern Pentathlon events
- Community and school activities;
- Promotional materials.

2.1 MEDIA PARTNERSHIPS AND ADVERTISING

Whenever possible, the LOC shall establish media partnerships on a national level and in the host cities with national media partners such as local newspapers, magazines or outlets, provided that they do not interfere with the international television rights. The LOC shall extend these partnerships to develop cross-promotional opportunities: media partners could provide advertising space for the competition in exchange for Logo placement on promotional materials /or other benefits. These activities should be part of the Promotional Plan of the Event.

2.2 HOST CITY ADVERTISING/ BEFORE/DURING THE EVENT

At least two (2) weeks before the start of the Event and until its conclusion, the LOC shall display a range of Event materials (i.e. flags, banners, billboards. etc) in the host cities and around all the official sites of the Event (i.e. hotels, venues, airports, city centres, etc.). These advertising space should be provided by local/national government authorities at no cost to the UIPM.

The layout and appearance of all these official materials shall be developed or approved by UIPM.

2.3 WEBSITE PROMOTION

The UIPM website is one of the most important promotional tools of the Competition: it is the flag-bearer of the competition worldwide. In order to optimize its impact, the website shall be updated with the appropriate competition artworks containing specific event details.

The website is set up by UIPM solely and the LOC is not entitled to set up any other competition or competition-related website. The UIPM website will be identified as the official website.

From a content point of view, because the website is a key source of Competition information for most of the participants, media and fans around the world, UIPM has built an appealing and dynamic website, which ensures a good balance between presentation of the host country, player information and biographies, live results, news and features, interviews, live video, high quality pictures, exclusive video coverage and interactive content, etc. Locally the LOC can display artworks of competition on the Local NF website and directing to the UIPM website for all official coverage.

2.4 DIGITAL PROMOTION

Social networks have become the main channel for promotion activities, reaching millions of people in just a few seconds and with much lower expenditure compared to traditional promotion activities. All global digital activities related to the competition (i.e. official website and official social networks) will be led by UIPM.

However, the LOC will be responsible for a digital plan that shall be an integral part of the National Promotional Plan and shall require full cooperation between UIPM and the LOC.



An official Event hashtag will be defined and should be used as much as possible.

2.5 SOCIAL NETWORKS: FACEBOOK, TWITTER, YOUTUBE, INSTAGRAM, GOOGLE + AND SINA WEIBO

The official Event Facebook page, Twitter page, or any other official social media channel of the Event are set up by UIPM solely. An official Event hashtag will be defined and should be used as much as possible. It will help fans to easily find relevant social shares and take part in the discussion about the Event on social networks. The LOC is not entitled to set up any other Event page on the above-mentioned social networks. Other social media channels could also be activated if needed depending on the Event's region-specific needs and habits.

3 UIPM DUTIES AND RESPONSIBILITIES RELATED TO MAINTENANCE AND DEVELOPMENT

3.1 UIPM RESPONSIBILITIES

- Validation of the competition promotion strategy.
- Update and promotion of the content related to the competition on these pages
- Creation of the pages and names (if necessary);

UIPM recommends that the LOC also uses the National Federation's social networks to share UIPM official content and promote its national team.

3.2 LOC RESPONSIBILITIES

Active participation in the specification of the website features, content and functionality;

- Provision of English-speaking volunteers with a good knowledge of the Internet to help the Promotions Manager and UIPM, from at least one (1) month before the Event.
- Provision of a working area at competition venue with a fast and stable Internet connection, allowing access to all websites, social media tools and external ftp servers without any restriction.
- Provision of up-to-date and regular content (photos & text) in English particularly in regards to the LOC's progress in the preparations, organisation and hospitality.
- Translation into local language and update of all content published by UIPM.
- Close cooperation and communication with the UIPM communications team to ensure quality and punctual feedback.

Once again, content is vital for the success of the all platforms: UIPM insists on the fact that the LOC shall assist the UIPM Communications Team in gathering top-quality material, in order to provide the Event audience with relevant and useful information.

4. MEDIA, MARKETING AND PROMOTION FAQ'S

Together with a strong promotional campaign, the excitement and positive atmosphere generated by the staging of competitions will strengthen the interest for Modern Pentathlon and UIPM Multi Discipline sports in your local community. Beyond this, the organization of competitions is a powerful tool to boost the development of our sport and raise interest amongst the population and potential sponsors.

The competition organizer is expected to promote the competition making use of all the range of media channels, targeting different audiences and considering local aspects using online and offline approach. Offline promotional material includes Posters, Flyers, banners and billboards, telescopic flags etc. before, during and after the event. Whiles online includes actively promoting on Social media sites like Facebook, Instagram, Twitter etc.. and other predetermined websites. Traditional media including, TV and Radio also helps in the amplification of the event to the prospective audience.

Moreover, the exposure represents a unique opportunity for the NF, association or club to send out a positive, friendly and open-minded image, not only via the various participants (teams, supporters etc...), but also through these platform.



LOC shall assist the Communications Team in gathering top-quality material.



The team must be able to develop a ready-to-implement plan or strategy.



Please find attached to this kit a pack of UIPM Logos as well as guidelines for its utilization.



With a plan and working document established, contacting local media is key for your event to be successful.



We recommend your NF to run an active page on all the platforms and grow a fine followership base by sharing frequent news, pictures and videos.



Always make sure you have the necessary music streaming rights or simply do not including the commercial music played during the competition in your stream.

1. WHAT SHOULD BE THE FIRST THING TO DO AS AN ORGANIZER TO PROMOTE YOUR EVENT?

Putting together a competent team to handle all Media, Marketing and Promotions related issues relating to your event is very crucial to achieving success not only in terms of this area but in the event as a whole. The team must be able to develop a ready-to-implement plan or strategy which will highlight all the marketing and promotional activities and establish a working document which could also be shared with the UIPM. Mapping out all the promotional activities will enable the team follow through the plan judiciously. The team can rely on the guidelines provided by the UIPM during brainstorming sessions.

2. CAN WE USE UIPM LOGOS AND BRANDING IN OUR COMPETITIONS?

UIPM takes the responsibility of promoting our competition to our global audience through our owned-media platforms, We create specific content such as press releases, cover photos, countdown images etc. These contents can then be adopted for your national and local promotion. If requested UIPM can send your NF promotional material such as videos, pictures and other digital documents (brochures, leaflets, etc.). In addition, find attached to this kit a pack of UIPM Logos as well as guidelines for its utilization.

<https://www.dropbox.com/sh/0n7fbeb0zt9ai6j/AABWkUg0wd4mWMMiY5Bay00wNa?dl=0>

3. HOW CAN THE MMP TEAM PROMOTE THE COMPETITION REALLY WELL?

With a plan and working document established, contacting local media is key for your event to be successful. Local media play a very important role in promoting local events. In order to attract their attention, the UIPM suggests that you contact the local newspapers, Radio Stations, TV stations. In some countries, you can find them and their contacts through national and local press associations. When contacting the media, be sure to give them as much details as possible so that they can write comprehensive articles as well as comprehensive coverage which will be useful to the audience you are trying to reach.

4. HOW CAN WE EFFECTIVELY USE SOCIAL MEDIA TO PROMOTE OUR COMPETITION

Social Media today gives us the opportunity to connect and interact with millions of people instantly. As an Organizer, Social media is a tool you can utilize effectively to promote you event to your target audience. Platforms such as Facebook, twitter and Instagram allows for you to run dedicated pages where you can attract like-minded people with similar interest including Modern Pentathlon and sports in General and build a decent following. We recommend your NF to run an active page on all the platforms and grow a fine followership base by sharing frequent news, pictures and videos. Before, during and after competitions use your pages as a platform to communicate to your audience any specific news etc. If you already have an existing page you can engage with the audience by sharing with them all relevant information about the upcoming competition.

5. IF WE GET THE POSSIBILITY TO HAVE STREAMING OR BROADCASTING, DO YOU HAVE ANY ADVICE?

If you are planning on streaming or broadcasting your event, you will need to hire a company which can provide you production means, a host broadcaster. If you are organizing a national competition, you own all the broadcasting rights which means you are free to sell/distribute them to any broadcaster. Local TV stations can come and do a report of your competition. This is a good way to grow awareness around your federation and will contribute to attract more media and more participants to your next event, it is a virtuous circle. Streaming your competition to major social media platforms like Facebook Live and YouTube Live can attract numerous viewers but requires a level of caution since these platforms have 0% tolerance for using commercial music. Always make sure you have the necessary music streaming rights or simply do not including the commercial music played during the competition in your stream. In the situation where you do not comply with this caution your stream will be permanently blocked.



Hiring a good photographer can help in achieving some of your promotional objectives.

6. HOW GOOD PICTURES CAN HELP TO PROMOTE THE SPORT LOCALLY?

Photos can always help promote your competition, athletes and the general public alike rely on photos to share with their friends and loved ones. Hiring a good photographer can help in achieving some of your promotional objectives. Especially on national events, pictures helps in further promoting the sport as well as your competition and are easily sharable on the social media. Having good quality pictures of your event will also help the UIPM showcasing your competition under the best light to our global audience. It is always recommended to Hire a photographer that is familiar with our sport or with similar sports (i.e. fencing swimming etc.).





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