



## GVR Promotions for GVR Clubs

Website – eBlast – GVRNow! – Bulletin Boards – Facebook

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Please use only the club email for contact information in eBlasts, flyers, and digital displays. Personal phone numbers or emails will not be approved for member safety, privacy, and security.

All events to be posted in eBlasts, bulletin boards, and digital displays must be open to all GVR members.

### GVR WEBSITE – CLUB LISTING

- To view current listings, find Clubs under the Recreation tab at [gvrec.org](http://gvrec.org)
- Email revisions to Club Liaison [kathye@gvrec.org](mailto:kathye@gvrec.org)

#### SAMPLE

<p><b>Club Information &gt;</b></p> <p>Primary Contact Secondary Contact Phone Email Club Website Purpose Membership Location Hours Activities Annual Dues Mailing Address</p>	<p>GVR Santa Rita Art League of GVR</p>  <p><b>Primary Contact:</b> Jeani Gustafson <b>Secondary Contact:</b> Arlene Szypulski <b>Phone:</b> 520.547.3976 <b>Email:</b> <a href="mailto:sralcommunications@gmail.com">sralcommunications@gmail.com</a> <b>Club Website:</b> <a href="http://SantaRitaArt.org">SantaRitaArt.org</a> <b>Purpose:</b> Promote an awareness, appreciation and development of talent in various forms of visual fine art in Green Valley.</p> <p><b>Membership:</b> Ranges from interested beginners to nationally recognized professional artists. Approximately 225 members. GVR membership required. <b>Location:</b> 921 W. Via Rio Fuerte (Santa Rita Springs Center) <b>Hours:</b> 7 days/week 9am-8pm when studio monitors are available. Please view club website – Studio Schedule for current month. <b>Activities:</b> SRAL offers a fully equipped professional studio, as well as a library of art videos and books, for member use. Activities and events include monthly meetings featuring in-depth demonstrations and programs by proficient artists, educational movies and discussions, open and juried exhibitions, free and fee-based art workshops, various special interest groups including portraiture, live drawing, still life, plein air, abstract, pastel, design study, mixed media and collage, and printing. <b>Annual Dues:</b> \$35.00 <b>Mailing Address:</b> P.O. Box 264, Green Valley, AZ 85622</p>
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### FRIDAY eBLAST

- **Deadline** Wednesdays by 4pm, email [hotline@gvrec.org](mailto:hotline@gvrec.org)
- **Run time**
  - Event postings – 2 eblasts prior to your scheduled event

- General promotions - up to 2x per quarter
- **Length**
  - Max 100 words, staff will edit if needed
- **Events**
  - Added to GVR calendar and GVRNow calendar if space is available
  - Art exhibits provided by Reservation staff and published on calendar and in eBlast
- **eblast Notes**
  - Event postings take priority; during season, general promotions are limited
  - Posters and longer announcements should be posted on the club's website and a link provided in the notice submitted for GVR's eblast
  - Events must be open to all GVR members in order to be in the eBlast.

## **GVRNow! NEWSLETTER – ONLINE & PRINTED COPIES**

Club Spotlight: Submit articles to [hotline@gvrec.org](mailto:hotline@gvrec.org)

## **GVR CENTER BULLETIN BOARDS – CLUB FLYERS**

Email proof to Club Liaison [kathye@gvrec.org](mailto:kathye@gvrec.org)

**SAMPLE**

 **Table Tennis Club Open House**

You are invited to a new-player orientation and workshop.

Open to all GVR members!





We'll play games, talk about rules and equipment, & chat about equipping ourselves with the means and attitude to tackle this fun but sometimes challenging game.

**West Center** Saturday, February 11, 8am - Noon

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## FORMATTING GUIDELINES – BULLETIN BOARD FLYERS

- Half page 8½ x 11 white paper, vertical, 2 per page (top/bottom)
- Include GVR in club name or use GVR logo (to resize drag from corners so it does not become distorted).
- Fonts
  - Headline/Title: Georgia 16pt recommended
  - Body: Verdana 12pt recommended
- High-resolution photo or graphic image recommended
- Email proof to Club Liaison [kathye@gvrec.org](mailto:kathye@gvrec.org)
- Once approved, provide 22 printed copies for GVR bulletin boards to Club Liaison at least 2 weeks in advance of event.



## DIGITAL BULLETIN BOARDS (monitors in GVR lobbies)

Five major centers have digital bulletin boards in the lobby or fitness center: Canoa Hills, Canoa Ranch, Desert Hills, East Center, Las Campanas and West Center.

Clubs are welcome to create and submit their own art (1280x720px in a jpg or png file) OR to submit their flyer to communications staff who will create a bulletin slide with appropriate graphics. Email to [hotline@gvrec.org](mailto:hotline@gvrec.org).

Digital bulletins run for:

- Two weeks for scheduled events (slide will appear multiple times each day)
- Up to one month (slide will appear multiple times, three days per week)

## NEWSPAPERS & LOCAL PRESS

Email GVR Communications Specialist: [KatherineC@GVREC.org](mailto:KatherineC@GVREC.org)

Your club is welcome to submit articles or press releases to the local news or to invite a journalist to cover a story. Please notify the GVR Communications Specialist, Katherine Carey, several working days in advance of any on-site press visit that is planned.

## FACEBOOK

If your club has a Facebook page, you can create an event and tag “[@GreenValleyRecreation](#)” in the text. That will send GVR Communications Manager an alert that you have published an event and it will be shared to GVR’s followers.

- Click [HERE](#) for step-by-step instructions on creating Facebook events.

## BANNERS

### Banner Locations

- Banners are permitted on fences at the following locations:
  1. West Center tennis court fence facing Paseo del Prado
  2. East Center pickleball fence facing Abrego
  3. Desert Hills tennis court fence facing Camino del Sol
  4. Pickleball Center either facing the parking lot or S Camino de la Canoa
  5. Canoa Hills tennis court fence facing the parking lot
  6. Canoa Ranch pickleball fence facing the parking lot
- Banners may go up two to three weeks prior to the event

### Banner Graphics

All banners must be approved by the Communications department prior to being hung. Please reach out to Barb Giles or Katherine Carey before having your banner produced. [BarbG@gvrec.org](mailto:BarbG@gvrec.org) [KatherineC@gvrec.org](mailto:KatherineC@gvrec.org)

Below is an example of a banner that is easy to read from a distance:



## **SANDWICH/A-BOARDS**

### **Sandwich Boards –**

- Clubs provide their own sandwich boards with a maximum of three boards per center per club event.
- Club event sandwich boards may be placed near entrances to major centers one week prior to the event.
- Sandwich board locations to be determined by GVR center staff.
- All signage must be approved by the Communications department prior to placement at GVR centers.

Below is an example of a sandwich board sign:

