



## Promotional Guidelines 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. When necessary, GVR staff will edit content in order to adhere to established branding guidelines and communications conventions.

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

### GVR Website – Club Listings

- To view current listings, select Clubs from the home page at [GVRec.org](http://GVRec.org)
- Email revisions to Club Liaison [KathyE@GVRec.org](mailto:KathyE@GVRec.org)
- For the website images, photos are preferred

### Sample:

#### Club Information

- Club description
- Membership
- Annual Dues
- Contact
- Email
- Website
- Location and schedule



#### GVR Lapidary & Silversmith Club

The GVR Lapidary Club provides a welcoming atmosphere to GVR members who are interested in learning lapidary, silversmithing, fused-glass jewelry, metal clay, chain maille, wire wrapping and other jewelry arts. The club has three centers and offers a wide variety of classes year-round for the development of members' talents.

**Membership:** GVR membership required.

**Annual Dues:** \$55.00

**Contact:** Dan Stokes or Dave Nelson

**Email:** [Contact.Us@gvrlapidaryclub.org](mailto:Contact.Us@gvrlapidaryclub.org)

**Telephone:**

(520) 648-1726 Lapidary at West Center

(520) 399-1989 Lapidary at East Center

(520) 399-2370 Lapidary at Desert Hills

**Location and schedule:** Please visit the club website for locations and hours. Shop hours change during the summer months, please call to confirm.

**Website:** [gvrlapidaryclub.org](http://gvrlapidaryclub.org)

**Friday eblast (Deadline is Wednesdays by 4pm; email [hotline@gvrec.org](mailto:hotline@gvrec.org))**

- **Run time**
  - Event postings: two eblasts prior to your scheduled event
  - General promotions: up to two times per quarter
- **Length:** Max 75 words, staff will edit if needed
- **Events**
  - If the club is hosting an event that's open to all GVR members, please email [KathyE@GVRec.org](mailto:KathyE@GVRec.org) and it will be added to the GVR website calendar.
  - Art exhibits provided by reservations staff are published on the GVR Now! calendar and in eBlast
- **eblast Notes**
  - Event postings take priority; 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)**

Submit articles to [hotline@gvrec.org](mailto:hotline@gvrec.org). The article is edited by staff and published if there's space in the newsletter.



**Mark Your Calendars: The GVR Showcase Returns!  
January 31, 1-5pm**

It's approaching noon on the last day of January, yet another quiet, crisp, sunny, mid-winter Southern Arizona Friday, and you're asking yourself, where can I spend the afternoon and, at a single location, hear some Beatles covers, learn how and where I might further my woodworking or Latin or bathtub singing skills, take in demonstrations of cardio drumming and yoga, get my picture taken with Paul and Ringo, learn just what the heck "Wallyball" is, sing a little karaoke, dine al fresco on a delicious plate of pork with beans and rice, get a free orientation on how to use a fitness center, book tickets for a couple of dinner shows plus a few concerts and dances, be captivated by groups who pursue just about every card game, dance, art, craft, sport, social, and special interest I could ever imagine and maybe, just maybe, get myself heard on the local radio station after winning a prize.

Fear not. There will be such a place. Friday, January 31. From 1pm to 5pm. Las Campanas Center. The GVR Showcase.

The annual GVR Showcase is your opportunity to not only hear and read about, but actually witness the incredible array of activities available to members: a line up of classes, clubs, lectures, concerts, dinner shows, dances, movies, sports and fitness facilities, the likes of which mean you'll never need to drive up I-19 unless you're picking up relatives at the airport, braving the parking lot at Costco, or feel the need for some

mall walking. By the way, you can get your mall walking done at the indoor walking track at Canoa Hills. Check it out. Walk a few more than 26,000 laps and it's like you walked to the Twin Cities.

The Showcase will take up the entire Las Campanas Center. There will be personal trainers in the fitness center. Administrative staff in the lobby. Our Events and Entertainment group in the Acacia Room. Demonstrations in the Ocotillo Room. Clubs and instructors at tables in the Agave, Juniper, Ironwood and Cypress Rooms. Sports clubs at the tennis courts and racquetball building. A food truck, Nickel's Dinner, serving tacos, burritos and lunch plates. Space to eat poolside or the patio behind the Juniper Room. Poolside music by the Beatle Brothers. Something for everyone.

The Showcase is the day GVR clubs, instructors, and staff look forward to all year. It's our chance to show everything we've got, not in one of our 15 centers, on the 362 days a year they're open, but instead, on one afternoon, in just a single center. We put on our best face, scrub the place down even more than usual, and stand at ease, waiting for you to come in the door.

Steve Kindred, Recreation Program Director  
Green Valley Recreation



## GVR Center Bulletin Boards: Club Flyers

### Sample:



### 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).
- High-resolution photo or graphic image recommended
- Email proof to [hotline@gvrec.org](mailto:hotline@gvrec.org)
- Once approved, provide 24 printed copies (12 pages) to the GVR administrative office reception at least two weeks in advance of event.
- Flyers are posted two weeks in advance of the club event/activity.

## 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

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 [hotline@gvrec.org](mailto:hotline@gvrec.org) 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

- 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 Gwynne Ford before having your banner produced.

[BarbG@GVRec.org](mailto:BarbG@GVRec.org) [GwynneF@GVRec.org](mailto:GwynneF@GVRec.org)

### Sample:



## Sandwich/A-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 are to be determined by GVR center staff.
- All signage must be approved by the Communications department prior to placement at GVR centers.

### Sample:

