

For Sport's Sake...

Media Toolkit





About the South East Sport, Culture & Recreation District

We are the one-stop shop for sport, culture, and recreation support in South East Saskatchewan. With grants, training, and expert advice, **we empower the groups that keep our communities active, creative, and connected.**

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Why a Media Toolkit?

This Media Toolkit has been created to help you utilize the Media Resources created as part of the “For Sport’s Sake” Campaign. Use these materials to help promote and recruit being a coach or official in your community!

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Introduction

Grassroots sports thrive because of dedicated coaches and officials, but these roles are increasingly hard to fill. Many barriers, such as unsupportive environments, financial costs, and lack of confidence, prevent people from stepping into these essential positions. Without strong leadership, local clubs and community programs struggle to grow and provide positive experiences for young athletes.

To help address this challenge, **South East Sport, Culture & Recreation District** created **For Sport's Sake**—a campaign and set of resources, to assist with recruiting coaches and officials.

Core Campaign Message

For Sport's Sake, Get in the Game!

- BE A COACH.
- BE AN OFFICIAL.

Main Call-to-Action

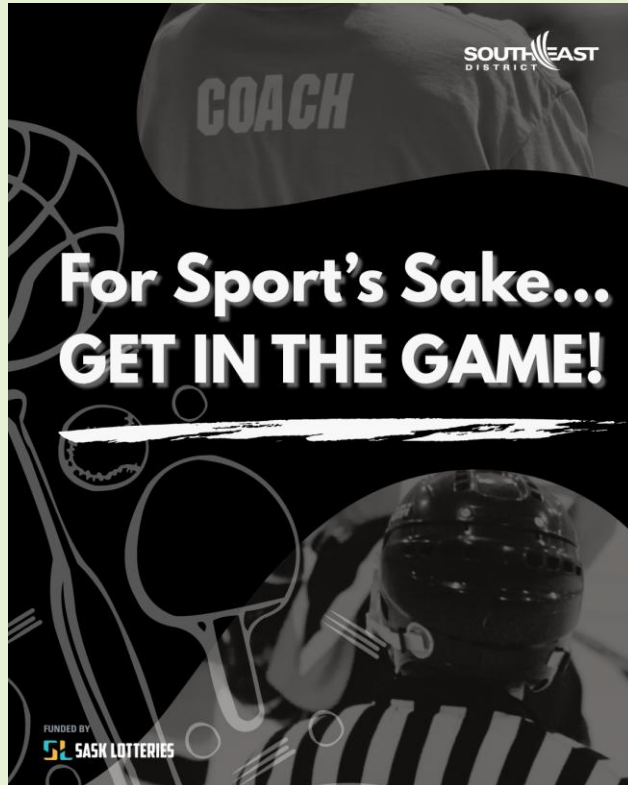
Become a Coach or Official in...

3. **Pick a Sport** – Connect with a local sports group and find opportunities near you.
2. **Get Training** – Local sports organizations can help you figure out what training you need and where to access it.
1. **Make an Impact** – Help kids grow, learn, and have fun through sport.

Digital Tools

- **Inspiration Posts (6) - For Sport's Sake...GET IN THE GAME!**
 - 1 General Post, focus on both Coaches and Officials
 - 1 BE A COACH
 - 3 BE AN OFFICIAL
 - Hockey Ref
 - Soccer Official
 - Swim Meet Official
 - 1 Video
- **Call-To-Action Posts (2)**
 - 1 Steps to becoming a coach/official post
 - 1 Video
- **Customizable Templates (3) – For Sport's Sake...GET IN THE GAME!**
 - 1 BE A COACH post
 - 2 BE AN OFFICIAL posts

Ready to Share Materials



For Sports Sake... GET IN THE GAME!

General Campaign Posts.
Designed to be easily
shared, no customization
needed!

Use to help spread the word
and create awareness about
the importance of coaches
and officials in sport.

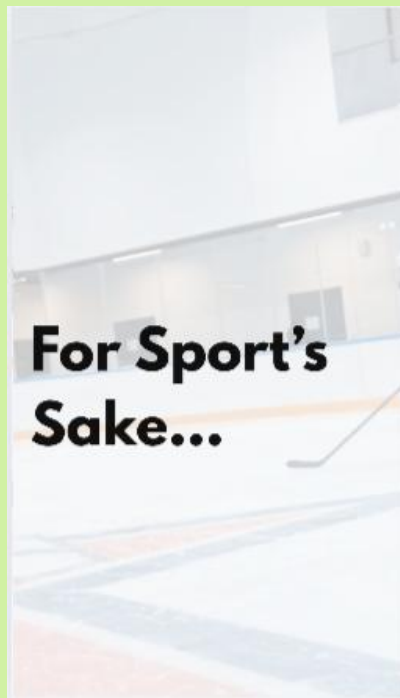
Call-To-Action Post



Videos:

These videos were created to be shared as Reels on Instagram or Facebook. Use to help create additional engagement with your target audiences on their own or with other promotional materials.

Video 1: Inspiring Engagement



Video 2: Call to Action



Customizable Templates

Customizable Templates: [CANVA LINK](#)

The Customizable Templates are designed to help clubs and organizations promote and encourage getting involved in coaching or officiating. You can add photos, colours, logos, QR codes and text based on your needs!



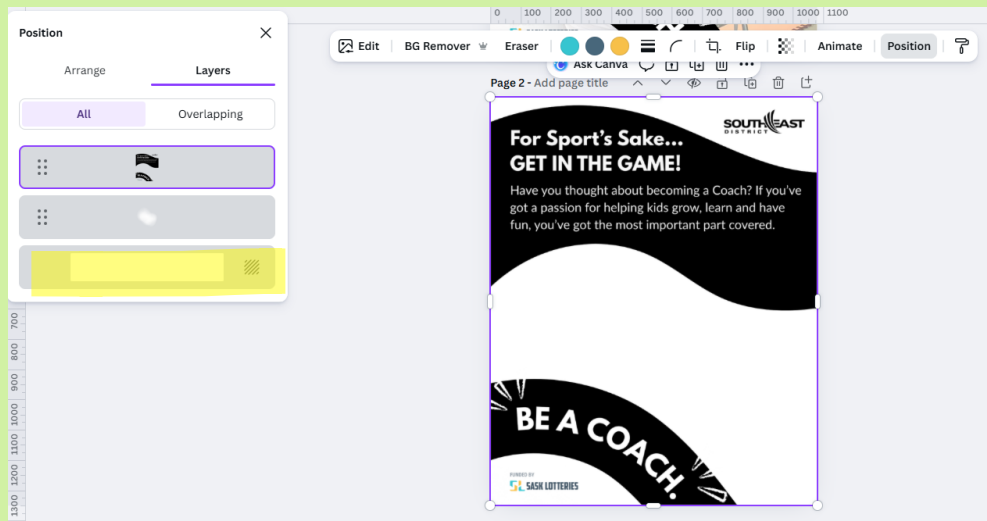
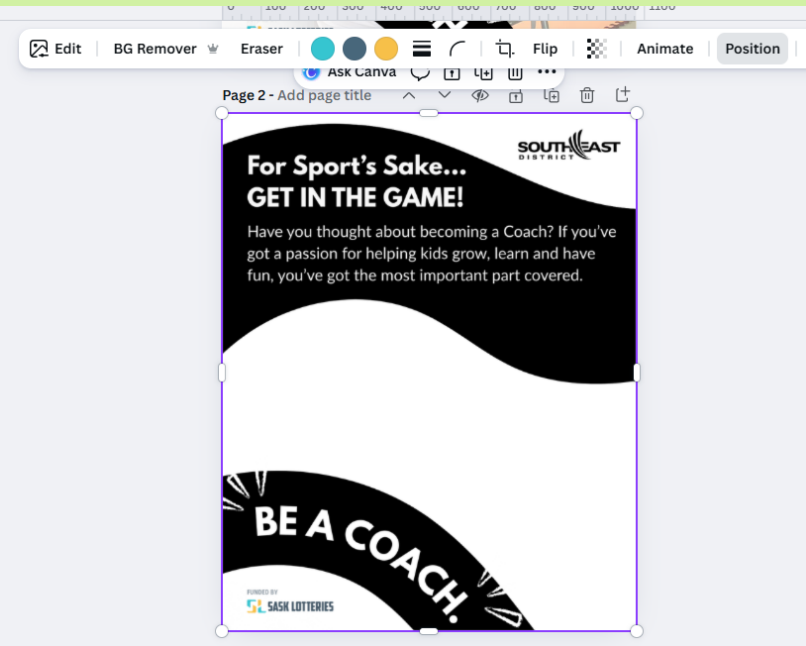
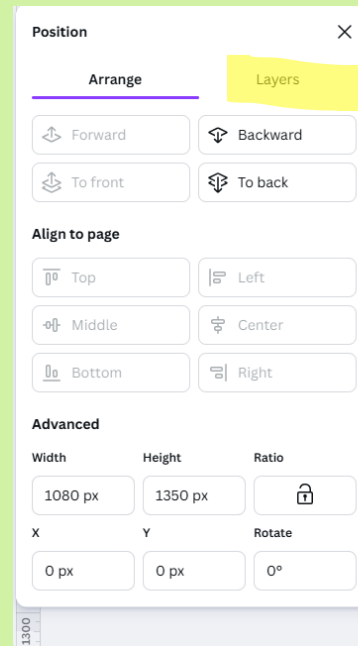
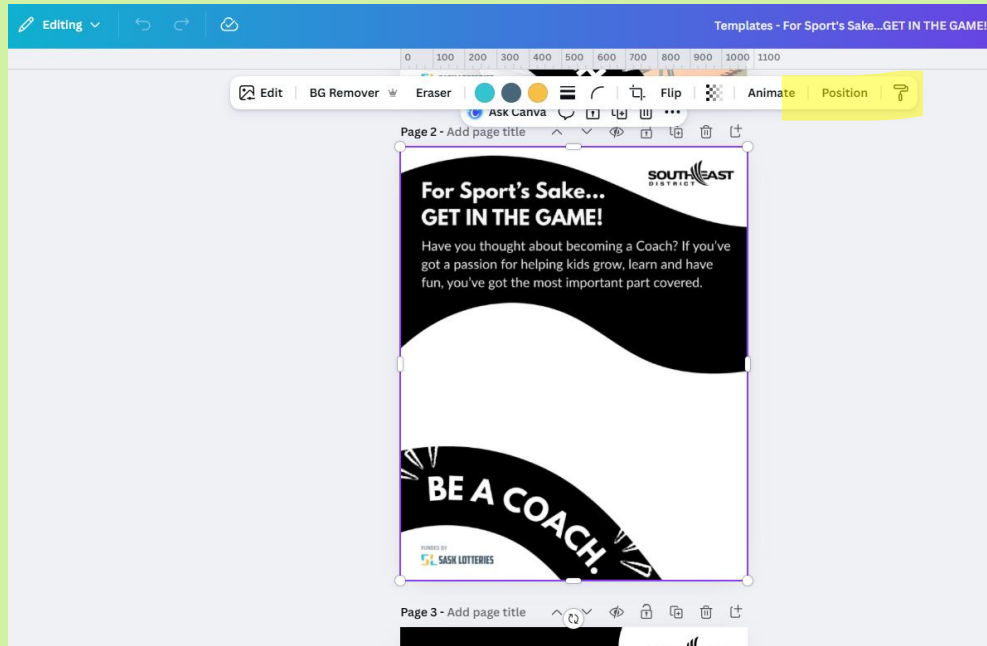
To Customize -

Open the Link to the Canva Templates

- To Customize the Background
 - Click on the design
 - Click “Position”
 - Look for the “Background” layer and click on it
 - Change background to desired colour
- Add your own photos!
- Add a QR code or link for your club’s Coach or Officials information page!
- Add your club’s logo!
- Need to promote a specific opportunity or role? Choose the blank option and add text with your message

NOTE:

Please leave both the South East and Sask Lotteries Logo’s on the Posters and ensure they both clearly visible.



To Change The Background Colour & Adjust Photos

Social Media Content Examples



Ready to make an impact?

No experience needed.

Training provided.

BE AN OFFICIAL this Season! Get in the Action- Make the Call.

For more information on becoming an official check out the resource link in our Bio.

#ForSport'sSake



Ready to make an impact?

No experience needed.

Training provided.

BE A COACH this Season! Get in the Action- Make the Play.

For more information on becoming a coach check out the resource link in our Bio.

#ForSport'sSake

Audience-Specific Examples

Example: Parents & Guardians

This is your chance to get involved!

Your time on the sidelines can become leadership on the field. Coaching is a powerful way to support not only your child, but the whole team.

No experience needed, just a willingness to learn!

For Sport's Sake...**BE A COACH this season!**

Example: Youth

Love the Sport? Share It.

If sport has helped you grow, now's your chance to give back. Young coaches inspire younger players more than you know.

Lead. Teach. Inspire.

BE A COACH OR AN OFFICIAL!

Example: Community Call

Strong Teams Start with Strong Communities

When adults and youth volunteer to coach, everyone wins – players, families, and the community.

There's a spot on the Team for everyone.

Join the **BE A COACH & BE AN OFFICIAL** movement today.

Newsletter Example

Email Newsletter Copy

Subject: For Sport's Sake...Get in the Game!

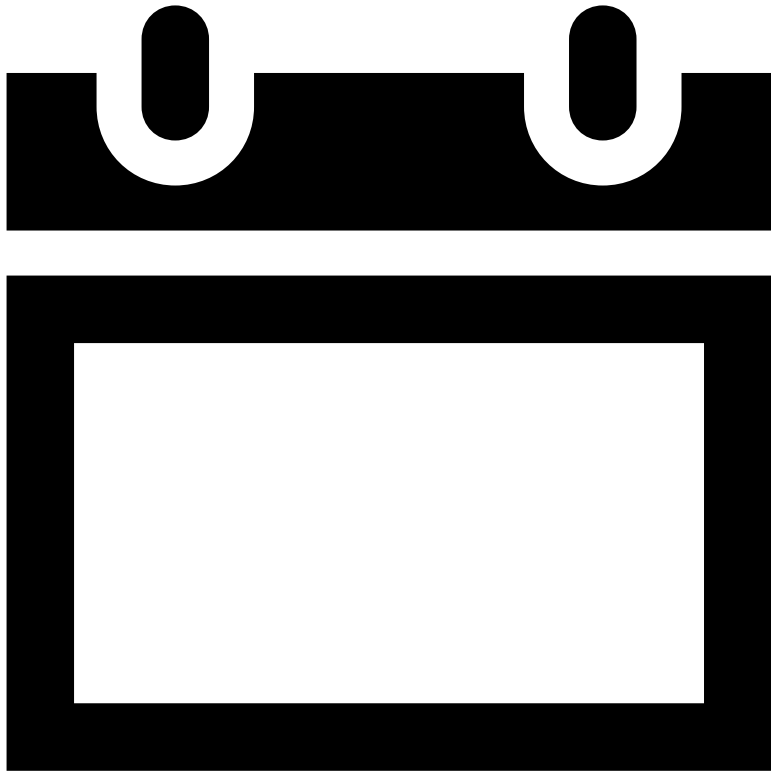
Body:

Coaching and officiating are more than roles—they're opportunities to lead, inspire, and make a difference.

- ✓ No experience needed.
- ✓ Training provided.

Join the game this season and help kids grow through sport.

 **Sign up today to BE A COACH or BE AN OFFICIAL! Check out our Coaches and Officials page for more information on how to get started.**



Important Dates!

Coaches Week – In September
Visit coach.ca for more

National Officials Day – April 17th

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