



# Team media kit

Developing your own team media kit can be hugely beneficial for attracting sponsorship and for general promotional purposes. If used correctly it will significantly increase public and media awareness of your team and the GODZone adventure event. Here are some helpful 'how to' tips.

## GET STARTED

- Establish a team name that is catchy and reflects who you are or who your sponsor is.
- Have a brainstorm together and identify your team's point of difference or outstanding attributes.
- Find out some interesting facts about each team member that can be used to create publicity including things like; past race history, who is the newbie, unusual career paths, physical challenges...
- Research any interesting links between your team members and their home towns or city's like; positions of power, community leaders, sports history...
- Identify your team goals and what you hope to achieve.

## WRITE YOUR MEDIA KIT

Write a brief synopsis of the team, who you are, why you are competing, what your goals are and a mission statement. Keep it factual and to the point. Half a page max.

Write bios for each team member including their, names, age, location, race history, interesting facts, a personal anecdote and any unique information. One page max.

Write your team history whether you have been together for a long time or a new to each other. Include important milestones, combined experience, celebrated placing's and awards. Half a page max.

Write some current news about your team. This will be an enticement for journalists to write a story about you and understand and what your team is doing i.e.: fundraising efforts, crazy stunts, working with youth, speaking engagements. Half page max

Collect or create any additional resources like team photos, logos, videos of team members racing or training, news clippings etc



# Team publicity

Once you have created your media kit keep it updated as often as possible and have both printed and digital versions available. Then prepare to use it and send to as many people as you can.

## HOW TO GET NOTICED

- Print, web and television journalists like speed and accuracy so ensure you have all team members current contact details on the last page including phone, mobile and email (or nominate a press person)
- Make sure you answer any enquiries as quickly as possible – journalists looking for a story will not hang around or necessarily ring you back.
- Present your media kit in a concise and easy to read manner. Don't use unusual fonts, imbedded pictures or lots of artwork.
- Identify local media outlets. Community based media coverage is the simplest to achieve as local radio; newspapers and television are always looking for good daily content.
- Write a list of outlets and find whom to contact. You may need to talk to a number of people before getting coverage like the editor, head journalist, producer or 'on air' talent directly. Ask a friendly if you know someone in the game.
- Phone that person to introduce yourself briefly and tell them why they want your story. Offer up a couple of great facts or news items about the team then send the details via email. Follow up soon after to nail a time and place for the interview, photo shoot, radio broadcast.
- For regional and national media coverage a similar process applies however you will probably need to offer them a bigger or more significant headlining story-than just the local team going to race. If you have something juicy offer it first to them. Everyone likes a scoop.
- Long lead media like magazines and weekly newspapers are usually interested in good human-interest stories like; a team member who has survived an accident or health scare, a female team member who has just had children or changed her sport focus. Its best to email or phone the editor or sub editors first and then follow up with the details.

Contact the GODZone Adventure media liaison and send them your media kit as they can also help to pitch your story. [media@godzoneadventure.com](mailto:media@godzoneadventure.com)

Let your friends, work colleagues and family's know about your team and goals as they may also help with publicity and media coverage.

Set up your own team face book page, website or newsletter and give regular updates with news, photos and press clippings.