

# Meet Banners and Giveaways Coordinator

## Purpose:

To design, organize, and oversee the distribution of banners and promotional giveaways at diving meets, enhancing PDCA's visibility, branding, and engagement with the diving community.

## Responsibilities:

### Banners and Branding:

#### 1. Banner Design and Production:

- Create visually appealing and professional banners that prominently feature PDCA's logo, mission, and branding.
- Work with graphic designers or printing vendors to ensure high-quality production of banners.

#### 2. Event Customization:

- Develop banners tailored to specific events, such as regional, zone, or national competitions, that align with the event theme or location.
- Include messaging that promotes PDCA programs, initiatives, and membership opportunities.

#### 3. Placement and Logistics:

- Coordinate with meet organizers to ensure banners are displayed prominently at competition venues, including entryways, pool decks, and awards areas.
- Manage storage, transport, and setup of banners for each event.

### Promotional Giveaways:

#### 4. Giveaway Planning:

- Identify and source high-quality promotional items (e.g., T-shirts, water bottles, keychains, stickers) that align with PDCA's branding and values.
- Collaborate with vendors to produce giveaways that are affordable, durable, and impactful.

#### 5. Event Distribution:

- Coordinate the distribution of giveaways at meets, ensuring they reach attendees, athletes, and coaches effectively.
- Explore creative ways to distribute items, such as raffles, contests, or athlete recognition.

#### 6. Sponsorship Integration:

- Work with the fundraising team to secure sponsorships for banners and giveaways, incorporating sponsor logos or messaging into the designs.

### Marketing and Engagement:

#### 7. Community Connection:

- Use banners and giveaways to spark interest in PDCA membership and initiatives.
- Include QR codes or links on banners and promotional items to drive traffic to the PDCA website or social media pages.

#### 8. Social Media Promotion:

- Encourage attendees to share photos of PDCA banners and giveaways on social media, using designated hashtags to increase visibility.

### **Tracking and Reporting:**

#### **9. Inventory Management:**

- Maintain accurate records of banners and giveaways, tracking inventory levels and ensuring items are replenished as needed.

#### **10. Feedback and Impact:**

- Collect feedback from event attendees on the effectiveness of banners and giveaways.
- Report to the PDCA President and board on the success of branding efforts and suggestions for improvement.

### **Qualifications:**

- Experience in branding, marketing, or event coordination.
- Strong organizational and communication skills to manage production timelines, vendor relationships, and on-site distribution.
- Creativity and attention to detail to ensure impactful designs and memorable promotional items.
- Familiarity with diving competitions and the PDCA's mission is a plus.

### **Reporting:**

The Meet Banners and Giveaways Coordinator will report directly to the PDCA Vice President of Membership and provide regular updates on inventory, event planning, and promotional impact.