



HOW TO LEVERAGE THE OLYMPICS

The Olympics create a surge in interest in sports, making it the perfect opportunity to grow a diving program. This document details strategies to capitalize on Olympic excitement to attract new members, increase engagement, and build long-term sustainability for your diving club.

Capitalizing on Increased Public Interest

- **Host Olympic Watch Parties:**
 - Organize live viewing events at your facility, community centers, or online to engage potential members.
- **Run Social Media Campaigns:**
 - Share Olympic highlights, diving facts, and interactive polls about competitions.
- **Create an 'Olympic Challenge':**
 - Offer free or discounted trial lessons inspired by Olympic divers.
- **Showcase Alumni or Notable Divers:**
 - If your program has connections to past Olympians or high-level divers, highlight them in marketing.
- **Engage Local Media:**
 - Pitch feature stories to newspapers or TV stations about how the Olympics are inspiring a new generation of divers.

Special Olympic-Themed Promotions & Events

- **Limited-Time Discounts:**
 - Offer sign-up discounts for new members during and shortly after the Olympics.
- **Olympic Experience Clinics:**
 - Host special diving clinics where participants learn signature dives seen in the Olympics.
- **Olympic Diving Showcase:**
 - Organize an exhibition featuring your club's top divers performing Olympic-style routines.
- **Social Media Contests:**
 - Encourage followers to post their best diving-related photos or videos for a chance to win prizes.
- **Referral Program Boost:**
 - Offer extra incentives to current members who bring in new divers during the Olympic season.

HOW TO LEVERAGE THE OLYMPICS (cont.)

Community Outreach & Grassroots Marketing

- **Presentations at Schools & Community Centers:**
 - Conduct diving demonstrations and introduce kids to the sport.
- **Host 'Try Diving' Days:**
 - Offer free or low-cost introductory sessions to capitalize on post-Olympic enthusiasm.
- **Engage Swim Clubs & Summer Camps:**
 - Partner with local swim teams and camps to introduce diving as a complementary sport.
- **Collaborate with Local Businesses:**
 - Work with sports retailers or local businesses to display promotional materials about your diving program.
- **Sponsor Local Events:**
 - Set up booths at fairs and festivals with interactive diving games and giveaways.

Digital & Social Media Marketing

- **Create Olympic-Themed Content:**
 - Post engaging content such as 'How to Train Like an Olympian' or 'Breaking Down Olympic Dives.'
- **Use Olympic Hashtags & Trends:**
 - Leverage trending hashtags like #Olympics #RoadToGold to increase visibility.
- **Engage with Athletes Online:**
 - Share content from Olympic divers and comment on their posts to boost exposure.
- **Go Live on Social Media:**
 - Host Q&A sessions with coaches and divers discussing Olympic performances and training tips.
- **Launch an Olympic Email Series:**
 - Send emails highlighting Olympic moments and how your program can help athletes achieve their dreams.

Enhancing Your Program's Offerings

- **Introduce Olympic-Style Training Sessions:**
 - Offer short-term advanced training programs focused on skills seen in the Olympics.
- **Develop a Pathway to Competitive Diving:**
 - Clearly outline how beginners can progress to competitive levels in your club.
- **Improve Facilities & Equipment:**
 - Use increased interest to justify upgrades or fundraising for better equipment.
- **Hire Guest Coaches or Olympians:**
 - Invite high-level divers to conduct workshops and inspire young athletes.

HOW TO LEVERAGE THE OLYMPICS (cont.)

- **Create a Scholarship Fund:**

- Develop financial assistance programs for talented athletes drawn to the sport during the Olympic excitement.

Retaining Interest Beyond the Olympics

- **Offer Long-Term Membership Benefits:**

- Provide incentives for continued participation beyond a short-term Olympic boost.

- **Keep Engaging with Olympic Content:**

- Post follow-ups on Olympic athletes' journeys and tie them back to local diving opportunities.

- **Develop a Year-Round Promotional Plan:**

- Create ongoing marketing campaigns that build on Olympic excitement throughout the year.

- **Host Annual Olympic-Inspired Competitions:**

- Make it a tradition to run an 'Olympic Diving Challenge' each year to keep the spirit alive.

- **Encourage Goal Setting:**

- Help divers set long-term goals, including the dream of competing at elite levels in the future.
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Final Thoughts

The Olympics provide a unique marketing opportunity that diving programs can use to spark interest, drive enrollment, and increase community engagement. By using a combination of events, promotions, social media strategies, and long-term retention plans, clubs can turn short-term Olympic excitement into lasting growth. With the right approach, the Olympics can serve as a springboard to expanding and strengthening your diving program.

For more information on this topic, see the ["Preparing for the Olympic Bump"](#) guide from our partner, Springboard Creative.