



## Affiliate Marketing Plan

Timing	Action	Channel/s	Message
<b>6 – 8 weeks Prior to competition</b>	Create 'Event' via and send dates via MySideline Communicator tool	Facebook, Affiliate Website & MySideline Communicator	Competition details – dates, price, locations, divisions, conditions of entry, Bi-Laws (if applicable)
	Reach out to local business to seek potential sponsorship/partnership and encourage participation in competition as well	Social media channels, Affiliate Email and Website or in person	Offer exposure for the business through naming rights of rounds or awards, opportunities to run club events at business or promoting business for post competition night functions e.g., dinner  Offer opportunity to enter team as a work place to enhance their own work culture and performance at a potential discount rate.
	Reach out to local schools to promote competition details to students, parents & teachers	In person flyer drop and Affiliate email	Competition details – dates, locations, divisions, conditions of entry, bi-laws (if applicable). Encourage to get friends together and prepare to register to team
<b>4 - 6 weeks prior to competition – Open Registrations</b>	Email database, local business and schools	MySideline Communicator & Affiliate Email	Competition detail and how to register process
	Post registration open content	Social Media & Affiliate Website	Competition detail and how to register process
	Post weekly touch related content promoting the sport and local competition	Social Media & Local Media	Competition detail and how to register process



	Flyer drops with QR codes that direct straight registration page	Local distribution	Competition details with links to social media and website
<b>During Competition</b>	Weekly posts one day before competition night/s, on the day of, day after promoting upcoming rounds, round recap and results	Social Media, Affiliate Website and MySideline Communicator	Draw, Bi-Laws reminder (if applicable), Round Recap, Results, fun participant/team stats, and reminders of any relevant events and sponsorship/partnership plugs.
<b>Post Competition</b>	Recap Season, Acknowledgment of volunteers, participants, parents (if applicable), and sponsors/partners and link to Post Season Survey	MySideline Communicator, Affiliate Website & Email, and Social Media channels	Acknowledgements, fun participant/competition statistics, promotion of sponsors/partners