



Promoting Your Event

What tools should I use to promote my competition?

Promotional Posters – You will find several promotional posters in the back of this folder. Fill out the bottom portion of the posters with your detailed competition information and post around your community. You can also download the poster by visiting PitchHitRun.com/host and printing as a one-page color flyer.

Press Releases – When you decide on a date, time and location for your competition, fill out the press release that is included in this packet and distribute to your local media outlets. You can also download the press release by visiting PitchHitRun.com/host

Organization Website – Use your local organization's website and/or social media as a way to promote your event by posting the date, time, location, as well as details of the competition. You should also share your event specific participation registration link to encourage pre-registration online.

Who to Target – You may target the Sports Desk or Community Calendar at local newspapers, as well as the Sports Department of TV Stations and local Radio Stations. You can target friends through your social networking sites. Other places in your community to promote your event and/or display promotional posters include: schools, recreation centers, parks, community centers, etc.

What else can I do?

Cooperation – Possibly the **most important thing you can do to get the word out** about this great opportunity is to establish cooperation and communication amongst coaches and youth baseball/softball providers in your community. Coaches can serve both as volunteers for the competition and as a communication source to notify their youth ballplayers of the date, time and location they should show up to compete. Consider distributing your event specific online participant registration link to coaches so they can share with their players' parents/guardians.

Pre-Registration – All participants must have their parent or guardian REGISTER ONLINE at PitchHitRun.com prior to the competition. Participants should be encouraged to register prior to the week of your event. This will allow you to plan and prepare accordingly as you will be provided a listing of pre-registrations the week of your event. Participants can register online by visiting PitchHitRun.com/find and entering the zip code of your local event (unless you selected not to have your event information posted online upon your initial host registration). Additionally, you should share your event specific participant registration link to encourage pre-registration online.

Accurate Posting – The date, time and location of Local Competitions nationwide will be posted on PitchHitRun.com, unless you chose NOT to have your information posted when you registered for your kit. Please make sure PHR Headquarters has an accurate date, time and location posted for your event.

When should my Local Competition be held?

Competitions can be scheduled any time from now through mid-May. Upon determination of the Team Championship date in your market, it may be permissible in some areas to host a Local Competition later in the month of May, but to play it safe and ensure that your winners have the opportunity to be eligible for your assigned Team Championship, please make every effort to schedule your event and submit results no later than May 31st. Most Local hosts choose weekend dates for optimal participation, but if a weeknight works better for your volunteers and pool of participants, then that is permissible as well. Past experience has shown that some of the best-attended competitions are held in conjunction with a league event, such as Opening day, Picture Day, Evaluations/Tryouts or other events with a captive audience. Competitions can also be held as part of an after-school activity or PE class.

What can I do to make sure my competition runs smoothly?

Reading your Administrative Handbook thoroughly is very important and should answer all your questions regarding the PITCH HIT & RUN™ competition as it pertains to rules and set-up. Please make sure your volunteers are very familiar with the rules and the execution of all three skills (covered on p. 10-15 in the handbook). Additionally, you will find instructional videos for each skill online at PitchHitRun.com/about.

As a reminder, find useful downloads and submit results at the PHR Host Administrative Page - PitchHitRun.com/host