

Marketing Support

All organisations require good marketing, to promote themselves, and the offers they provide to the wider public. GBA are able to provide the following support to Berkshire sports clubs/organisations:

Service	Description
News Story on Website	<p>GBA can publish newsworthy stories about your club or organisation's work or activity, onto our website; so long as the article fits in with GBA's strategic objectives. We would need any article sent to us 5 days before it's required to go live, and if necessary, we reserve the right to make minor alterations if needed (though we'd consult with you before publishing).</p> <p>This service is free of charge</p>
Access to GBA Activity Finder	<p>GBA has an Activity Finder on its website; we can provide you with access to this, enabling your club to upload and promote all activities that it is doing in Berkshire, free of charge.</p>
Posts on Twitter and Facebook	<p>If your club or organisation has activities/stories to promote, Get Berkshire Active can post such information on our social media feeds – free of charge. Again, We would need any article sent to us 5 days before it's required to go live.</p>
Marketing Support for GBA Week	<p>GBA week is a countywide campaign led by Get Berkshire Active. This week is designed to raise the profile of local sport and physical activity opportunities, any club can sign up to be part of this campaign (for free). Our hope is that this campaign will help your club recruit new members. To be part of the campaign Clubs are required to upload their own details to the GBA Activity and Club finder. Our next GBA week is 21st to 29th May 2016.</p>

For further information on GBA's marketing services, please contact Neel Sood, on neel.sood@getberkshireactive.org.