2016 MARKETING PLAN

The Olympics provide gymnastics clubs with a unique opportunity to capitalize on the interest that millions of viewers will take in our sport. With some thoughtful planning and marketing ideas, you can use the power of the Olympic Games to dramatically increase your club's business and enjoy even greater success!

In this month’s article, we’ll focus on December and January, two months traditionally dedicated to friendship, love and all things that pull at our hearts. So, will this month’s focus.

MEMBER CLUB SERVICES

December 2016

December is the focus of turning our attention to getting ready for 2016 because after all, Tokyo 2020 is just around the corner! Click on the “Marketing” button on the top of the page to access more useful materials. January’s plan is chock full of ideas to help your club get a head start on the Road to Rio!

Hello New Year! It’s time to ring in the New Year but also time to celebrate ringing in the Olympic Year! January’s plan is chock full of ideas to help your club get a head start on the Road to Rio!

January 2016

The beginning of the year brings the USA Gymnastics Club Services section on the USA Gymnastics website. For monthly calendars and handouts, visit the Club Services section on the USA Gymnastics website.

February 2016

February is a month traditionally dedicated to friendship, love and all things that pull at our hearts and so will this month’s focus. Save the date and start planning for International Gymnastics Day on Saturday, September 17, 2016.

March 2016

March 2016 includes ideas for St. Patrick’s Day, Spring break camps, Passover and Easter. It’s not just time to ring in the New Year but also time to celebrate ringing in the Olympic Year! January’s plan is chock full of ideas to help your club get a head start on the Road to Rio!

April 2016

April marks the beginning of the 2016 season for most clubs. In May, the official countdown to the opening games begins on April 27 when there are 100 days until the flame is lit in Rio and planning begins for International Gymnastics Day 2016 gets into gear when your club can activate its participation in IGD 2016 and download the tool kit.

May 2016

May is your month to get creative with programming and special events. From the left-hand navigation, go social to find ideas on how to incorporate Olympic themes into your programming for all ages with the USA Gymnastics Club Services section on the USA Gymnastics website.

June 2016

June includes full of gymnastics events on the ways that our athletes can represent the USOC. Help support Team USA by following the journey of our athletes before the Games. For monthly calendars and handouts, visit the Club Services section on the USA Gymnastics website.

July 2016

Dive into 2016, building the awareness and excitement that the Olympics are coming. For monthly calendars and handouts, visit the Club Services section on the USA Gymnastics website.

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From the test-hand Navigation: Click on "Resources."