



National Gymnastics Day Planning Guide

Step-by-step instructions for a successful National Gymnastics Day celebration:

1. Mark Your Calendar
 - Save the date: Saturday, September 16, 2017 for your National Gymnastics Day celebration. Share this date with athletes and parents in your club.
2. Make Plans
 - Determine the location, date, time and planned activities. The USA Gymnastics Fitness Program provides activities to do at various stations in the gym.
 - Share Your Skills: Participants around the world will *share you skills* and share photos using #NGD2017 and on Facebook, Instagram, and Twitter.
3. Logo
 - Find the National Gymnastics Day logo in the toolkit to use in all of your National Gymnastics Day marketing materials, promotions, etc.
4. Club Website
 - Promote your National Gymnastics Day Celebration event on your club's website. Include the location, date, time and planned activities. This is also a great opportunity to display pictures and videos of your celebration after the event.
5. Marketing Materials
 - Spread the word! Print out the 2017 National Gymnastics Day flyer and coloring page to display around the gym providing event information to your coaches, athletes and parents. These can also be shared in schools or with community groups.
6. Proclamation
 - Complete the proclamation located in the National Gymnastics Day toolkit and submit to your Mayor and Governor for a signature to declare September 16, 2017 as National Gymnastics Day in your city and/or state.
7. Press Release
 - Generate media coverage for your event by adding your event details to complete the sample press release. Submit this to your local media outlets- new stations, newspapers, city event promotion websites, etc.- for coverage of activities.

8. Invitations

- Invite members of your club and community to your club's National Gymnastics Day celebration! Sample invitations to edit are included in the toolkit. Not only will the invitations generate excitement surrounding the sport and event, but also serves as a great marketing tool for your business.

9. Celebrate

On September 16, 2017 celebrate National Gymnastics Day & "*Share Your Skills*" use #NGD2017 when sharing photos of your celebration on social media.