



National Gymnastics Day Planning Guide

Step-by-step instructions for the 2020 National Gymnastics Day participants:

1. Mark Your Calendar

- Save the date: Saturday, September 19, 2020 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.
- Why Do You Love Gymnastics: Participants around the world will answer the question “Why do you love gymnastics?” Share videos and photos using #NGD2020 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 event.

5. Marketing Materials

- Spread the word! Print out the 2020 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 19, 2020 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 for National Gymnastics Day! Sample invitations to edit are included in the toolkit. Not only will the invitations generate spread the word about the strides being made in our sport, but they can build community excitement surrounding your club activities and as a great marketing tool for your business.

9. Social Media

- On September 19, 2020 celebrate National Gymnastics Day and tell us “why you love gymnastics” using the hashtag #NGD2020 when sharing videos and photos on social media.