



2024 National Come Try Rowing Day Promotional Package

Thank you for joining us for National Come Try Rowing Day!

We at Rowing Canada Aviron (RCA) are thrilled that you are committed to growing rowing at your club and are looking forward to promoting and celebrating our sport with you on Friday June 7 through Sunday June 9.

As previously outlined to clubs, participating clubs are encouraged to lead local marketing/outreach efforts using the marketing materials provided by RCA.

What this package includes:

- A promotional video that can be posted on your club's social media and website
- RCA National Come Try Rowing Graphics (sized for Facebook, Twitter, Instagram Feed and Instagram Stories) for use on social media
- Sample social media text and tips for successfully promoting the event on social media

Clubs can choose to use either the promotional RCA graphics provided here OR request customized promotional graphics with your club's logo and RCA logo (see examples on the following page).

If clubs would like RCA to create customized promotional graphics and/or a customized promotional poster for their event, they must provide their logo and high quality photo options to Susanne Wereley s.wereley@rowingcanada.org no later than 12:00pm PT on Friday May 24.

**[CLICK HERE TO ACCESS AND DOWNLOAD
THE RCA PROMOTIONAL VIDEO AND GRAPHICS](#)**

Customized promotional graphic examples

If clubs choose to request customized promotional graphics, they will receive a package including the following (clubs must provide their logo and **high-quality photo options** in order for RCA to produce customized graphics):

INSTAGRAM FEED (1080 x 1080 pixels)



INSTAGRAM STORIES (1080 x 1920 pixels)



TWITTER (600 x 355 pixels)



Sample Social Media Text

Clubs can use the following text in social media posts, customizing the text within square brackets to align with their event.

ENGLISH:

Curious about rowing? Join us for a free, fun, and safe National #ComeTryRowing session on [June 7/9] at [insert time]! More: [add link]

Discover rowing with us on National #ComeTryRowing Day! Join us on the water in a free, fun, and safe introductory session on [June 7/9]. More: [add link]

Rowing is for everyone! It's National #ComeTryRowing Day on [June 7/9], and we're inviting you to join us for a free introduction to rowing! Head to rowingcanada.org or [insert club website/email] for more information.

FRENCH:

Vous êtes curieux de découvrir l'aviron? Joignez-vous à nous pour une séance gratuite amusante et sécuritaire dans le cadre de la Journée nationale #EssayezL'Aviron le [7/9 juin] à [insérer l'heure]! Détails : [ajoutez le lien]

Découvrez l'aviron avec nous à l'occasion de la Journée nationale #EssayezL'Aviron! Joignez-vous à nous sur l'eau pour une séance d'initiation gratuite, amusante et sécuritaire le [7/9 juin]. Détails : [ajoutez le lien]

L'aviron est un sport pour tous! C'est la Journée nationale #EssayezL'Aviron le [7/9 juin], et nous vous invitons à vous joindre à nous pour une initiation gratuite à l'aviron! Rendez-vous sur rowingcanada.org ou [insérez l'URL de site ou le courriel du club] pour plus d'information.

Social Media Tips

Use our event hashtags:

#ComeTryRowing #EssayezL'Aviron #UnitedByWater

Tag the following organizations in your posts:

- **Rowing Canada Aviron** (@rowingcanada on [Facebook](#), [Twitter](#), [Instagram](#) & @rowingcanadaaviron on [TikTok](#))
- **Your Provincial Rowing Association**
- **ParticipAction** (@participACTION on [Facebook](#), [Twitter](#), [Instagram](#))
- **SIRC** (@sirc.canada on [Facebook](#), @SIRCTweets on [Twitter](#), @sirc_canada on [Instagram](#))
- **Sport Canada** (@SportCanadaEN on [Facebook](#), @SportCanada_EN on [Twitter](#), @sportcanada on [Instagram](#))
- Local community centres, lake facilities, club partners, local tourism organizations, etc.

Use bitly for links: Shorten webpage links on [bitly](#) to save space and keep your posts clean and tidy.

Other Promo Tips

Before your event: Promote your event on social media, on your website, in an email notice/newsletter to your members, by hanging posters in your community, etc.

During your event: Assign a volunteer to take photos and post them to social media (continue to use the event hashtag and tag the organizations listed above!). Check out our tips on taking a great photo [here](#).

After your event: Post a recap/thank you post on social media (as well as potentially on your website and/or in an email notice/newsletter).

IN THE 24 HOURS FOLLOWING YOUR EVENT: Please send photos and event information (i.e. number of participants, highlights, etc.) that can be posted on RCA's digital media platforms to s.wereley@rowingcanada.org.

Questions?

Event Applications/Grant Approval – Contact Alethia at aclarke@rowingcanada.org

Media/Promotion – Contact Susanne at s.wereley@rowingcanada.org

Event Support – Contact Rachel at rwolff@rowingcanada.org