



Being a part of The Pony Club provides some great opportunities for you to generate coverage for your Branch or Centre, and in turn raise the profile of The Pony Club nationally. In a lot of cases local newspapers, radio and possibly even TV will be interested in promoting your events and successes at the right time.

Planning

You should take some time to plan what you want to do, how you are going to do it and when. Start by writing a short media plan, which sets out the key objectives you want to achieve for your project or event; for example, you receive notification of being awarded some funding, you order a new set of jumps with the funding, and you have a day where you use the set of jumps for the first time. Using each of these milestones you can look at what type of publicity you may be able to create around them; for example, sending a press release to local media, a photo call or launch event.

“Come and Try Tetrathlon” example media plan	
Our story	<p>We are a local Branch / Centre of The Pony Club, a youth sporting organisation with around 50,000 Members in the UK alone. We currently have X number of Member in our Branch/Centre, male and female, and one of our key disciplines is Tetrathlon.</p> <p>The project (Come & Try Tetrathlon) involves two weekends of ‘come and try’ sessions in....., followed by a novice competition for participants to get a feel for Tetrathlon.</p> <p>We applied to xxxxxx for a xxxx grant and received £xxx towards the project. The project kicks off in March – ready for the new season.</p>
Key messages	<ul style="list-style-type: none"> • Our club is working to attract more young people from the local area into The Pony Club and also Tetrathlon as a discipline • We have received £xxxxx of funding from xxxxxx to make this possible • We are holding come and try sessions, a novice competition on xxxxxx at xxxxx
Project milestones (and what we want to do at each stage)	<p>Getting the funding / launch event</p> <ul style="list-style-type: none"> • Write a press release and send it to the media • Write to our MP (inviting them to come and see the project in action) • Make the first come and try session the ‘launch event’ inviting the media, local MP and public to attend <p>Come and try sessions</p> <ul style="list-style-type: none"> • Write a press release for the local media in each area – sending it out a week before the event • Write a follow up press release about the event or send some photos of the action to the local media <p>The competition</p> <ul style="list-style-type: none"> • Write a press release for the local media – sending it out a week before the event • Write a follow up press release about the event or send some photos of the action to the local media
Partners	<ul style="list-style-type: none"> • The Pony Club • Local Government • Awarding Body