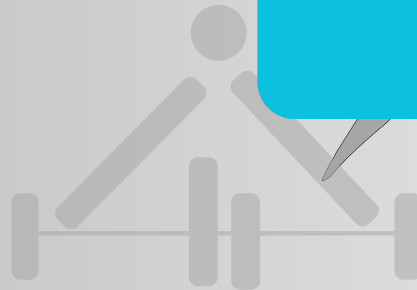
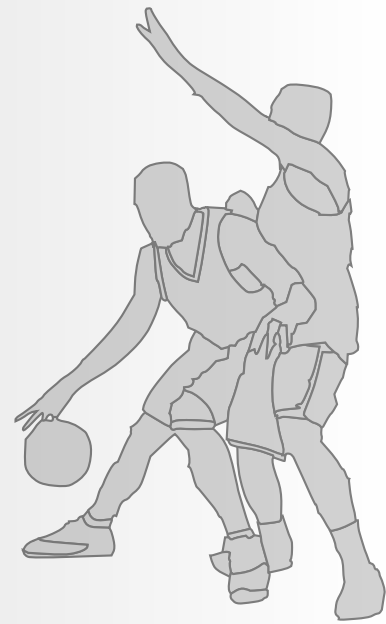




SPORT

MEDIA KIT

SALON



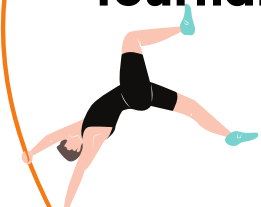
INTRODUCTION

Being an athlete is hardwork. Between trainings, keeping track of your schedule, nutrition and competitions, it can get overwhelming.

What's harder? Maintaining a media presence that communicates your relevant informations, and is a good introduction to who you are as an athlete.

Branding is an important part of being an athlete. It is a great way to know what you brand stands for, and an even better way to know how best to interact with your brand.

Building a brand takes time. There are many micro steps to the process. However, to give you a head start, this toolkit contains the basics of what you should have in your media toolkit as an athlete with some tournament experience.



Methodology

Our goal is to arm you with demonstrable knowledge and practical understanding of a media toolkit.

It's important to note that there are different things that'll go into your brand vault. What works great for social media might not be the best for PR, media interactions or corporate sponsorships.

You always want to put your best foot forward, maintain an overarching theme that shows character and flair.

For reference and better understanding, we'll share a chart that explains the difference between a press kit and a media kit.

We'll also share a basic Canva template that you can adapt for yourself.

Press Engagement

Approach

This kit helps you engage with the trained press. It is what you send when asked for media interviews or speaking engagements

Focus

Your official bio in long and short form, your name and pronunciation, with a focus on what you want to be called. Stats, tournaments, pictures and PR policy

Process

Articulate your history, keep it engaging, control the narrative, Keep it relevant.

Scope

Local and global media. Press releases, and PR.

Fans' Engagement

Approach

This is the money kit. Brand engagement, social media engagement and website engagement .

Focus

Storytelling. You own creative control over this kit. You go one step further from writing a bio to showing what drives you.

Process

Colours, structure, free-flowing, motion, and presence. You are designing your world and making it attractive for engagement,e

Scope

Brands, Partnerships, fans, Social Media, CSR and Projects

SPORT SALOON

Press Kit VS Media Kit