



GVR Promotions for GVR Clubs

Website – eBlast – GVRNow! – Bulletin Boards – Facebook

Please use only the club email for contact information in eBlasts, flyers, and digital displays. Personal phone numbers or emails will not be approved for member safety, privacy, and security.

All events to be posted in eBlasts, bulletin boards, and digital displays must be open to all GVR members.

GVR WEBSITE – CLUB LISTING

- To view current listings, select Clubs from the home page at GVRec.org
- Email revisions to Club Liaison kathye@gvrec.org

SAMPLE

Club Information >

Club description
Membership
Annual Dues
Contact
Email
Location and schedule
Website



GVR Arts & Crafts Association

The GVR Arts and Crafts Association was formed 50+ years ago to create a wider interest in the arts and crafts by sponsoring exhibits and speakers to bring the various clubs together and promote arts and crafts in Green Valley.

Today the club continues this goal with monthly meetings at the Desert Hills Center and sponsorship of the February Arts and Crafts Festival at West Center.

Membership: All GVR members are welcome, must be a GVR member to join.

Annual Dues: \$5

Contact: Janis Slaughter or Lyn Brown

Email: GVRArtsandCrafts@gmail.com

Location and schedule: Desert Hills Center, 2980 S Camino del Sol. Check the club website for meeting dates and times.

Website: gvartsandcrafts.com

FRIDAY eBLAST

- **Deadline** Wednesdays by 4pm, email hotline@gvrec.org
- **Run time**
 - Event postings – 2 eblasts prior to your scheduled event
 - General promotions - up to 2x per quarter
- **Length**
 - Max 100 words, staff will edit if needed
- **Events**
 - Added to GVR calendar and GVRNow calendar if space is available
 - Art exhibits provided by reservations staff and published on calendar and in eBlast
- **eblast Notes**
 - Event postings take priority; during the busy season, general promotions are limited
 - Posters and longer announcements should be posted on the club's website and a link provided in the notice submitted for GVR's eblast
 - Events must be open to all GVR members in order to be in the eBlast.

GVRNow! NEWSLETTER – ONLINE & PRINTED COPIES

Club Spotlight: Submit articles to hotline@gvrec.org



GVR CENTER BULLETIN BOARDS – CLUB FLYERS

Email proof to hotline@gvrec.org

SAMPLE



FORMATTING GUIDELINES – BULLETIN BOARD FLYERS

- Half page 8½ x 11 white paper, vertical, 2 per page (top/bottom)
- Include GVR in club name or use GVR logo (to resize drag from corners so it does not become distorted).
- Fonts
 - Headline/Title: Georgia 16pt recommended
 - Body: Verdana 12pt recommended
- High-resolution photo or graphic image recommended
- Email proof to hotline@gvrec.org
- Once approved, provide 24 printed copies to the GVR administrative office reception at least 2 weeks in advance of event.



DIGITAL BULLETIN BOARDS (monitors in GVR lobbies)

Five major centers have digital bulletin boards in the lobby or fitness center: Canoa Hills, Canoa Ranch, Desert Hills, East Center, Las Campanas and West Center.

Clubs are welcome to create and submit their own art (1280x720px in a jpg or png file) OR to submit their flyer to communications staff who will create a bulletin slide with appropriate graphics. Email to hotline@gvrec.org.

Digital bulletins run for:

- Two weeks for scheduled events (slide will appear multiple times each day)
- Up to one month (slide will appear multiple times, three days per week)

NEWSPAPERS & LOCAL PRESS

Your club is welcome to submit articles or press releases to the local news or to invite a journalist to cover a story. Please notify the hotline@gvrec.org several working days in advance of any on-site press visit that is planned.

FACEBOOK

If your club has a Facebook page, you can create an event and tag “[@GreenValleyRecreation](#)” in the text. That will send GVR Communications Manager an alert that you have published an event and it will be shared to GVR’s followers. Click [HERE](#) for step-by-step instructions on creating Facebook events.

BANNERS

- Banners are permitted on fences at the following locations:
 1. West Center tennis court fence facing Paseo del Prado
 2. East Center pickleball fence facing Abrego
 3. Desert Hills tennis court fence facing Camino del Sol
 4. Pickleball Center either facing the parking lot or S Camino de la Canoa
 5. Canoa Hills tennis court fence facing the parking lot
 6. Canoa Ranch pickleball fence facing the parking lot
- Banners may go up two to three weeks prior to the event

Banner Graphics

All banners must be approved by the Communications department prior to being hung. Please reach out to Barb Giles or Briana Peters before having your banner produced. BarbG@gvrec.org BrianaC@gvrec.org

Sample of a banner that is easy to read from a distance:



SANDWICH/A-BOARDS

- Clubs provide their own sandwich boards with a maximum of three boards per center per club event.
- Club event sandwich boards may be placed near entrances to major centers one week prior to the event.
- Sandwich board locations to be determined by GVR center staff.
- All signage must be approved by the Communications department prior to placement at GVR centers. Sample of an a-board sign:

