

## **PUBLICITY MATERIALS USE, MANAGEMENT & DISTRIBUTION**

All publicity materials are available for any Branch member's use.

They must be returned to secure storage at the USCC in as good a condition as when taken.

### **MANAGEMENT & DISTRIBUTION**

The following Board Directors are responsible for management and distribution.

Simply call or email the party named, for either supply or use of the materials needed.

#### **Corresponding Secretary**

##### **Letterhead**

Official Branch letterhead in a 'Word' file, for use in any Club correspondence where the 'home' address is the USCC. The font used for the header and footer is Verdana.

##### **Presentation cards**

A 'business card' that everyone is encouraged to use at every appropriate opportunity. Simply add your name, plus, if you wish, phone number and email

##### **"Thankyou" bookmarks**

This is another way of keeping the Branch image before the membership. All Clubs might want to keep a supply of these bookmarks on hand for use in thanking a contributor to an event or project.

#### **Publicity Director**

##### **Rack cards**

3½" x 8½" generic publicity cards, back-printed with Club Class information also available, back-printed for regular events e.g. Dancing in the Park

#### **Equipment Manager**

##### **Event A-frame boards (2)**

30" x 42" aluminum A-frames each with printed (Coroplast) panels both sides

- Generic – "fun, fitness, friendship"
- Specific – "Dancing in the Park"

##### **Roll-up banner (1)**

33" x 72" roll-up vinyl banner, a replica of the generic rack card but printed 1-side only, with stand and canvas carrying case, intended primarily for indoor use.

##### **Feather banners (2)**

72" 'feather' shaped, fabric banners (2), each printed both sides, with personal carry-holster, stand and water-weight in canvas carrying case.

##### **Parade banners (1 large, 2 small)**

Large: sleeved, vinyl banner 9'0" x 2'6" on 10' pole in 3 sections

Small: vinyl banner 5'0" x 2'0" with grommets for attachment to vehicle

##### **Flags**

Each is 72" x 36" on 8'5" x 1" on 2-piece aluminum poles, with maple leaf finials

- Canada – maple leaf
- Scotland – Saltire cross (white on blue)
- Scotland – Royal standard (lion rampant, red on gold))

Also – pole-stand (in steel) for 3 flags