

## June



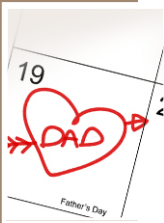
### Ad Hoc Press Release – Sporting Memorabilia

Sporting events, such as the World Cup, offers a great news hook for talking about framing everything from programmes and tickets to shirts and sports equipment for displaying and preserving.

The purpose of this release is to encourage people to think about different ways in which they can preserve and display sports memorabilia and souvenirs.

#### Supporting documents

- [Template press release](#)



### Seasonal Event – Father's Day

Father's Day offers an ideal opportunity to generate new customers using a variety of mechanisms.

People are always looking for something more inspirational than the socks and aftershave we usually give our Dads on Father's Day. Create a themed window display showing ideas for framed personalised gifts such as old photographs, sports memorabilia or sentimentally valuable keepsakes and souvenirs.

In-store events are a good way of getting visitors into your shop, particularly those who may not have thought of paying you a visit before. One idea is to host a professional photographer for people to come in and have their photograph taken with their Dad. You can either charge a small fee or offer them free to encourage visitors (you will have to cover the cost of the photographer but you can probably negotiate a deal in exchange for promoting his services). You can then combine this with a sales promotion for framing the finished photograph. Make sure you have plenty of examples on display on the different framing designs and options available.

#### Supporting documents

- [Template invitation letter for customers](#)
- [Template diary note for local media](#)



## **Ad Hoc Event – School Sports Day**

You child's sporting achievements are something every parent wants to commemorate and during the summer many schools (primary and junior schools in particular) will hold sports days or games.

This is a good opportunity to approach local schools to discuss the different services you can offer parents for framing photographs, medals and certificates.

Flyers can be sent out to parents or information can be placed on school notice boards. The schools may also have framing requirements for team photographs etc.

Combine your activity with an appropriate promotional offer and create a sports themed window display.

### **Supporting documents**

- [Template introduction letter](#)



## **Competition – The Great British Summer**

Competition to enter photographs which sum up the Great British Summer.

### **Supporting documents**

- [Template press release](#)