

Ask us anything: The Lions International Marketing Award

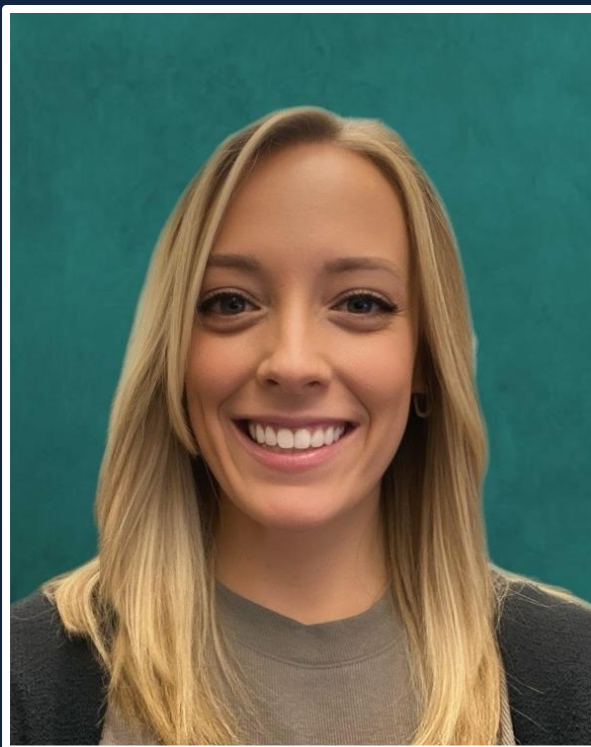
December 2023



Lions Clubs International



Welcome!



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Marketing Strategy
Account Lead

Agenda

- ✓ Overview of the Lions International Marketing Award
- ✓ Frequently Asked Questions
- ✓ Open questions



LIONS INTERNATIONAL **MARKETING AWARD**



What is it? What is the criteria?

An award program to **recognize the marketing success** of clubs around the world.

Your club must plan and execute a marketing campaign with a focus on *increasing membership* i.e., promote a membership drive, club service project with member recruitment element, or invitation for prospective members to reach out about your club via a social media campaign.

This campaign must:

- 1 Properly **represent the Lions International brand** as well as the characteristics and personality associated with it. We provide you with brand kits and assets!
- 2 Showcase your club's **innovation and creativity** in developing and executing your campaign.
- 3 Show that **a goal was set and achieved**.



Applying for the award

Do you have to be a marketing expert?

No. If the award criteria is met, all club marketing expertise is accepted.

Who's eligible?

All **Lion and Leo clubs** in good standing.

Who can apply?

The **Club Marketing Chairperson** or **Club President**. However, having a Club Marketing Chair is encouraged to ensure the proper planning and submission needs are met.

What do you have to do?

Start planning and **submit an application** detailing your club's successful campaign to promote a member recruitment.

Deadline to participate is February 1, 2024.



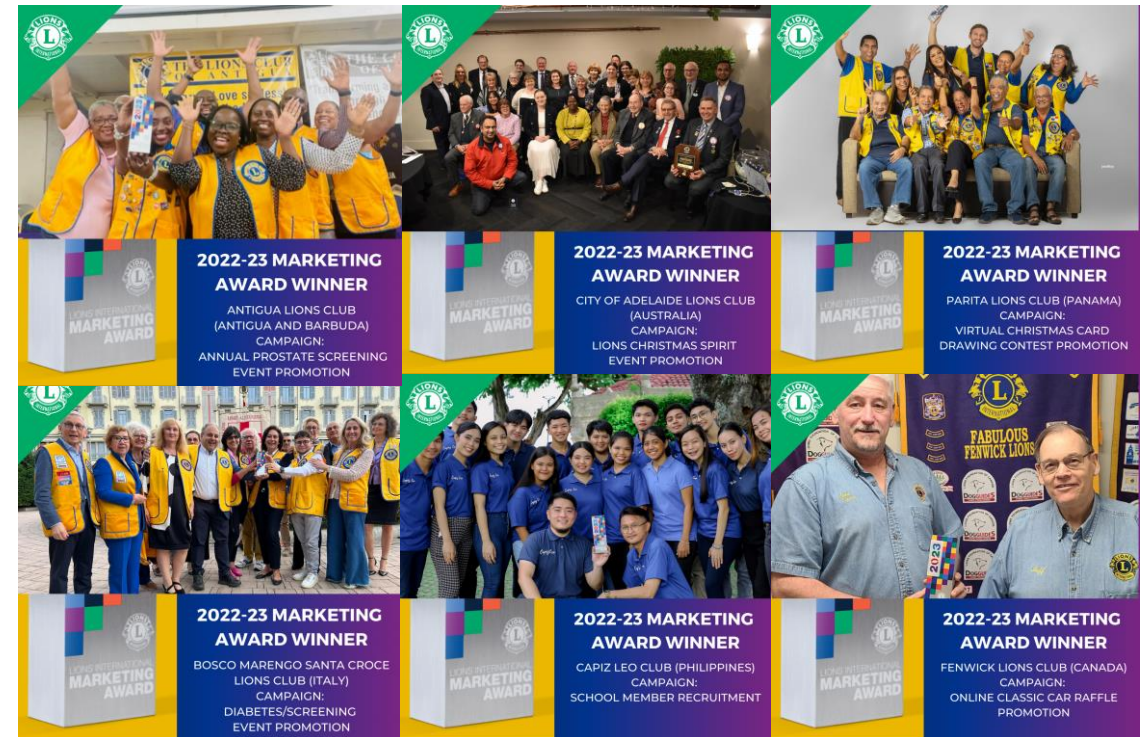
Winners and recognition!

How many winners will there be?

One winner will be selected from each of our eight constitutional areas.

What could my club win?

Each winning club will receive **US\$2,000** cash award to use for marketing, a **trophy** and **complimentary LionsCon** registration for two members plus guest (4 total).



Learn more at lionsclubs.org/marketingaward

2.2 Signatures

The Emblem



Lions Clubs

The Signature

The Emblem



Lions Clubs International

The Signature

The primary signature

The primary element of the identity is the signature, which consists of two components—the emblem and the name. The two signatures shown are the primary configurations. The preferred choice for all applications. Signatures may never be re-created or modified in any electronic art, available.



Lions Clubs International Brand Guidelines

Quick poll

How to represent the
world's premier service
organization.

1 Speaking in Lion

00C 17M 100Y 0K
235R 183G 0B
HTML #EBB700

Pantone® 287
100C 72M 2Y 12K
0R 51G 141B
HTML #00338D

Pantone® Cool Gray 11
65C 57M 52Y 29K
85R 86G 90B
HTML #55565A

Color palette

Lions Clubs International primary
color palette consists of yellow, blue
and gray.
These colors were chosen for
the refresh.


V3.0 FULL | 11/20 EN



The emblem has been refreshed to represent
the character of the organization today while
maintaining its international renown. Subtle updates have
been made to improve its legibility and
clarity. It remains a symbol of service.



Frequently asked questions



My club doesn't have a lot of marketing experience. Are there resources available to help guide us?

When can my club submit an application?

Can I submit a campaign that our club ran a few years ago?

What does a marketing campaign entail?

Does my campaign have to be completely finished before I submit my materials?

What type of photos should I submit with my application?



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Speaking in Lion



Takeaways



Award takeaways

- ✓ Clubs can still plan their marketing campaigns for award consideration.
- ✓ Deadline for applications are Feb 1st, but you can submit any time leading up to it, if you've already planned and completed your project.
- ✓ We offer a variety of resources for executing your club marketing at lionsclubs.org/marketing
- ✓ Check out all award info at lionsclubs.org/marketingaward



Thank You