

USING SIGNS TO PROMOTE SQUARE DANCING

Yard Signs

www.swinginsugarsquares.com

When Darlene Kulpa, president of Swinging Sugar Squares, Evergreen Park, Illinois, put out yard signs at intersections around where her club meets, the reaction came soon. "We put out about 25 signs on a Friday," Darlene says. "By Sunday we'd received seven calls from people interested in learning."

Darlene's group has targeted about 50 intersections in her south-of-Chicago town, bounded by Archer on the north, Tinley Park on the south, and LaGrange on the west, and Ashland on the East. "More than 10,000 square blocks," Darlene says.

The club rotates target intersections each weekend. They put out their signs on a Friday afternoon and pick them up Sunday afternoon. (A few have already vanished, Darlene says.) Darlene has even affixed one sign to the back of her Toyota.

The club purchased their signs online at AGEGraphics.com. The wording is simple: "Learn to SQUARE DANCE" plus a phone number. Under a special currently offered by AGEGraphics.com, they bought one hundred 11"x22" signs, with wire stands, for \$275 including shipping and handling. That's \$2.75 per sign. Such a deal!

At & Away From Hall

- Excerpts from CALLERLAB Square Dance Marketing Plan, 2018

SIGNAGE AT THE DANCE HALL

Create a large banner that can be hung on the side of your dance hall facing the street, or tied to stakes in the ground outside your hall facing the street. How many dances, lessons and beginner events are held in any week across the Country? How many total cars pass these halls on the street?

If every club and caller had a banner they could display by the street anytime they were holding an event, imagine how many impressions would be made on drivers and passengers in these passing vehicles. Always put the new logo and slogan on the banner. Possible messages might be:

- "Amazing 8's Dance Here Tonight!"
- "Learn to Square Dance Here Tonight!"
- "Square Dance Party Inside – Please Join Us!"

If your dance location has a marquee, ask to have phrases like these placed on the marquee. Ask your dance location if you can leave the banner up for a period. If so you may want to add more information on the banner.

SIGNAGE AWAY FROM DANCE HALL

Banners are more expensive to have made, so do some homework and find out where you might be able to hang banners. If you have members who own businesses, maybe you could hang them on their building facing the street. If your home is close to a busy street, perhaps you could hang one on your home. Maybe your backyard backs up to a busy street. If so, hang a banner on your fence. What you're looking for is real estate with traffic.

Once you know how many banners you can hang, get quality banners printed with messages that are not time sensitive. Always include logo, slogan and a website on your printed material. A few basic rules of print design include:

- Do not use more than three fonts – one Serif (fonts such as Times Roman with small "hooks" on the edges), one San Serif (like Arial or Helvetica), and one "headline" or "display" font such as a script or fancy font. Some experienced designers can get away with using more, but it is better to stick to three or less.
- Always make sure photos are facing into the page – a photo facing off the page draws the reader's eye away.
- Some "white space" is good, but make sure type sizes are big enough to read easily.