



# Sport Yukon Digital Display Guidelines for Member Use

The digital display is a new member benefit being offered by Sport Yukon beginning in the summer of 2022.

The digital display will face Main Street at the intersection of Third from the window of Coast Mountain Sports. There is also a display mounted at the Sport Yukon offices.

## **Display Objectives:**

The display will be used to assist Sport Yukon and its members raise their voices in the community. The display is in a high-traffic area of downtown that features a diverse audience.

## **Cost:**

The digital display is free to use for Sport Yukon members as a member benefit. At no time will there be a cost associated with using the display.

It is not a tool for business advertising and Sport Yukon will not be accepting ads from businesses.

## **What can go on the display:**

Sport Yukon recognizes that it has a diverse membership of sport organizations and associations and we want to help you get your programming seen.

What can be shown:

- Registration Dates
- Upcoming events such as: tournaments, Yukon Championships, tryouts
- Athlete successes
- Funding opportunities your organization can provide

- Volunteer opportunities or requests
- Other

Examples of slides that Sport Yukon will show:

- All of Sport Yukon's funding initiatives
- Safe Sport
- Canadian Sport Helpline
- Klondike Road Relay
- Coach.ca

Note, that because we will not be accepting money for ads, "thank you" slides for sponsors are not permissible. You can include a title sponsor plus their logo on a tournament slide, for example.

### **How to get a slide on the display:**

There are two options Sport Yukon member organizations can use to get a slide featured on the digital display.

#### **Option 1 – build your own:**

The digital display at Coast Mountain Sports is 75 inches and Sport Yukon's display is 65 inches.

When building a slide, in an app like Canva, please set the measurements at 1080 width X 1573 height (**width and height in pixels**).

While building your slides please consider:

- Slide run-time will be between 8-15 seconds. Don't make them wordy.
- Only include the information that is key. Hit the, who, what, where, when, how.
- Consider using a QR code for people to learn more.
- People like to see photos.

Once you've completed your slide, you can email it to [communications@sportyukon.com](mailto:communications@sportyukon.com). Please include in the email the duration you'd like the slide to appear on the display.

If submitting your own slide, Sport Yukon holds the right to edit, or ask for changes before making it live.

The communications coordinator will review the slide and ask for any changes. The executive director will give the slide the final look and OK to publish.

#### **Option 2 – Sport Yukon will build it:**

If choosing this option, please email [communications@sportyukon.com](mailto:communications@sportyukon.com) with the following:

- All pertinent information you'd like shared, including the who, what, where, when why.
- At least one photo.
- Your organization's logo (if you have one).
- Any links to websites or registration platforms you'd like included.
- How long you'd like the slide to run.

When choosing Option 2, please contact Sport Yukon *at least* a week before you'd like a slide to run on the digital display. This is to allow time to build the slide.

Once a slide is completed by Sport Yukon, it will be shared back to the organization for approval. Please do this in a timely manner.

The Sport Yukon executive director will give the final approval before it goes live.

### **Photos:**

Sport Yukon is not responsible for photos submitted. Please ensure you have the proper permissions and consent to use a photo on the display.

### **Types of photos:**

Please ensure that:

- You use or send in high-quality photos – do not use cellphone action shots, as an example.
- When sending a photo please share .jpg or .png files.
- Avoid selfies.
- Give photo credit when necessary – can be done in the bottom corners