

CONTRACT INSTRUCTOR MARKETING OPPORTUNITIES

— NEWPORT BEACH RECREATION & SENIOR SERVICES DEPARTMENT



The City uses multiple avenues to advertise our collective class offerings. It is our goal to equally and strategically represent contract instructors so advertisements will be kept as general as possible, especially in instances where space is limited. Instructors are additionally encouraged to generate materials to highlight their specific programs and plan ahead to coordinate with City staff for approval and distribution.



PRINT (NAVIGATOR + FLYERS)

Newport Navigator: City's Quarterly Brochure

The Navigator features seasonal information for programs and is mailed to all residents. QR code redirects to the digital edition are posted at Community Centers and City Hall. Instructors are encouraged to submit timely proposals to ensure classes are listed and are relied on to double check information for accuracy.

Flyers: Produced by Instructors

Instructors have the opportunity to create and distribute custom flyers to advertise their programs. Flyers must be **approved** by City staff before they may be posted at community centers. Please allow 5 business days for review prior to printing. These flyers must include:

- City Seal
- Newport Beach Recreation & Senior Services Department
- Class Description (Class Code, Who, What, When, Where, & How)
- To register, please visit newportbeachca.gov/register or visit City Hall or nearest community center.
- For more information, please call (949) 644-3151 or email recreation@newportbeachca.gov

Contractors are not permitted to include the City's name, seal, photographs logos or insignia of the class site or participants, in any publicity pertaining to the Contractor's services or class in any magazine, trade paper, newspaper, radio or television production, internet, or other printed or electronic medium without the prior **written consent** of the City and program participants.



Templates available! The City has a collection of flyer templates available for use by our instructors. These were created by our Marketing Specialist through the third-party platform of Canva. Please reach out to your Coordinator for a link to access and any assistance customizing. *These templates have been designed so that only a free account is required to use.*



SOCIAL (INSTAGRAM, FACEBOOK + NEXTDOOR)

@CITYOFNEWPORTBEACH   

The City of Newport Beach hosts a shared account capturing a compilation of the different departments in the city. Recreation & Senior Services Department staff have access to generate content on a strategic basis. Please be sure to be friends with and follow the **City of Newport Beach** on social media and tag us in Newport Beach specific posts. Custom stories can be created with embedded links upon request. When possible, plan in advance to submit requests at least one week prior to desired posting date.



IN PERSON (COMMUNITY CENTERS + SPECIAL EVENTS)

Special Events: Camp Newport Expo @ Spirit Run, Mayor's Egg Race & Halloween Spooktacular

The Department hosts free community events throughout the year, many which include specific opportunities for instructors to engage with the public and distribute approved marketing materials.

TV Displays or Bulletin Boards: Community Centers

Each community center (City Hall, CYC, Marina Park, NCCC, and OASIS) has a television monitor in their lobby that features a rotating series of ads created by City staff. If creating a graphic for a community center to consider posting, you're encouraged to use a QR code for a patron to easily scan and be directed to register. Unstaffed facilities like Bonita Creek, Carroll Beek, Cliff Drive, and Mariners VJC also have bulletin boards to feature programs that take place at the respective location.





DIGITAL MEDIA (EMAIL + WEBSITE + PEACHJAR)

Monthly Emails: GovDelivery

The Recreation & Senior Services Department distributes an email at the start of each month to current and past participants to highlight upcoming programs and events. We also send emails before the start of each season of After Class Enrichment (ACE) programs to each site, as well as a monthly email emphasizing OASIS programs. **Limited spaces** may be available for instructors to submit features. Submit graphic, description, and relevant links by the second week of each month for consideration in the following month's email.



Send emails. Consider sending thank you emails at the end of each session that include links to registration for the next session or season. We also highly recommend sending email blasts to past participants to encourage them to re-enroll. Email addresses should be downloaded on a routine basis to ensure access to contact information after classes have ended. *Rosters are no longer available after a class has ended.* Please respect any requests to not receive promotional emails.

Website: Department, Instructor Websites and campnewport.com

The Department's website (newportbeachca.gov/recreation) is used as a tool to redirect customers to fully-linked digital editions of the Navigator and easy access to online registration through newportbeachca.gov/register. We host a custom website (campnewport.com) dedicated to highlight our camps and making it easy for parents to filter by preferences in weeks, locations, instructors and more. The website launches in March of each year and is available through the end of August. This also includes additional opportunities for detailed information about your company or instructors under the Contact Us page.

CAMPNEWPORT.COM

PROGRAMS AT SCHOOL SITES (NMUSD) | AFTER CLASS ENRICHMENT (ACE)



City staff work closely with school administrators to advertise After Class Enrichment (ACE) programs at each of our sites. This includes the distribution of seasonal brochures/flyers both in print and digital format. ACE classes may have additional avenues for advertisements subject to each school's respective guidelines. Principals routinely send out emails pushing registration for classes at their site, PTAs host social media accounts, school administrators may allow posting of approved street banners on fences, and the district permits flyer submissions through the digital platform Peachjar for a fee. Additionally, City staff may coordinate lunch-time demonstrations or speaking opportunities during each school's respective Friday morning announcements prior to the start of the next trimester of classes.



PHOTOS

Photos should be of Newport Beach programs whenever possible, otherwise the background location should be very generic and non-distinct. While participants do sign a photo release at the time of registration, if a participant asks for a photo to not be taken or that a photo be removed from your social account or other platform, please respect their wishes. To preserve image quality when submitting personal photos for use in City marketing materials, instructors are encouraged to submit **high-res** photos through a large file sharing platform such as Dropbox.

Our Marketing Specialist also routinely visits camps and classes to capture photos of programs. Please let our staff know if you would like to schedule a day/time for photos to be taken, especially if you have a performance. You may also request access to these or other photos from our extensive archive. Please provide specific information about any desired photo content or orientation and allow at least one week for our team to review archives and send photos.



SUBMISSIONS

Platform

Dimensions

Lead Time

Notes

**Email Graphics**

1250px x 500px landscape

2 weeks prior to desired month

50 words max

**Instagram Story**

1080px x 1920px portrait videos

1 week prior to requested post date

include link

**Printed Flyer**

8.5 x 11" portrait max

1 week for staff review & approval

templates available

**TV Graphics**

1920px x 1080px landscape

1 month prior to start of next season

use QR codes

Request a high-resolution copy of the **City logo** for use on any self-produced marketing materials at recreation@newportbeachca.gov.



Submit requests or inquiries to newportinstructor@newportbeachca.gov
While we will make every effort to reasonably accommodate timely requests, submissions are not guaranteed and are subject to availability.

www.newportbeachca.gov/instructors
 Forms, logins, and seasonal reminders.