



How to PROMOTE

YOUR ORGANIZATION, EVENTS & INITIATIVES



\$ We recognize that promotions can be tricky on a tight budget and we want to help your organization, and the activities you engage in, be as successful as possible.

☰ We've pulled together a list of free and paid opportunities for your group to consider and encourage you to explore other ideas and opportunities in our community, with those listed below serving as a jumping off point. Remember to research your target audience and find creative ways to reach them at the right time and in the right way.

PAID OPPORTUNITIES

- Advertise with local media outlets including radio stations, newspaper and online media.
- Boost your social media posts
- Digital advertising.
- Bus, bus stop and facility advertising. reddeer.ca/advertising

You can also work with one of our Community and Program Facilitators, visit reddeer.ca/promote for details.

FREE OPPORTUNITIES

- Add your event to one of many community events calendars like:
 - [City of Red Deer](#)
 - [Downtown Business Association](#)
 - [Tourism Red Deer](#)
 - [Chamber of Commerce](#)
 - [Central Sport](#)
- Display posters on:
 - community bulletin boards
 - facility bulletin boards
- Social Media – when you post on your own channels, tag The City of Red Deer to increase views and interactions:
 - Facebook [@TheCityOfRedDeer](#) / [@RecCreateRD](#)
 - X (Twitter) [@CityOfRedDeer](#)
 - Instagram [@CityOfRedDeer](#)

Don't have a social media account? Consider creating one to reach your audience but before you begin, research what channel might be right for you!
- Submit your free listing for community-led programs on [Look 'n Book](#) and in every generated copy of [My Activity Guide](#).
These online listings are for long-term programs, and not for items such as events or one-time promotions. Email marketing@reddeer.ca to submit your listing.
- Write and submit your own [We are Red Deer](#) story and we'll share it on The City's social channels.
- Pitch your story idea to local media.
- Email facilitybookings@reddeer.ca to book a free space in a City recreation or arts facility.
Opportunities are available in our lobbies, main streets and mallways – we provide the space, tables, chairs and power – you provide your people and information.