



Targeting Sports Enthusiasts

- Consider partnering with a local sports store for a contest, such as a sports item auction.
- Create a bookmark or brochure to show off your sports-related materials. In addition to popular magazines, consider topics like sports medicine, sport gear evaluations, sport how-to improve guides, sport figure biographies, sport item investments, sporting lifestyles for the older generation, sport games ...
- Sponsor a local sports team and post pictures in the library.
- Arrange a trip to a popular sporting event. Give away some free tickets.
- Host a sports trivia contest. Put a question in the local paper or another popular publication in your community and tell people they can find the answer by logging into the library's resources from home. Direct people on how to get a library card so they can use your databases remotely. Give a prize to the first person with the correct answer and post their name on your website and/or in your newsletter.
- Ask local coaches to share their favorite books and post them on your website and/or make them into a bookmark. A possible title is Score Big@ your library.
- Arrange for area coaches and players to appear on READ posters. ALA sells the CD of backgrounds so you can create your own with local celebrities. (Note: You cannot sell the posters, but can display them in schools, stadiums and various other places.)
- Organize a sports video gaming competition at your library.

A number of these ideas were harvested from ideas submitted to ALA's PRTalk listserv.