



# Lions International

## Marketing Grant Case Study

# CA VI | MD 318, India | Chess Tournament

(Marketing Grant Awarded in 2023-2024)

## Overview

Multiple District (MD) 318 (India) was awarded a Lions International Marketing Grant for a total of US\$15,000. Funds allowed Lions to create a marketing campaign to promote a region-wide student chess tournament. Children of all ages competed in the tournament and their parents were able to learn more about Lions International and consider joining. MD 318 used the grant to purchase branded trophies for the winners, print brochures, post billboards, create a social media campaign about the tournament and pitch stories to local news outlets.

## Goals

1. **Reach local students and parents:** Hosting this event for children from across the region allowed MD 318 to educate hundreds of potential Leos and Lions about the impactful work Lions International makes around India and the world.
2. **Earn positive news coverage:** Lions hoped that sponsoring a widespread marketing event coupled with an in-depth PR campaign would be a great way to catch the attention of local news outlets and spread even more awareness for local clubs.
3. **Diversify promotional activities:** MD 318 set out to use a mix of traditional print and digital marketing efforts to promote the tournament in order to reach a broader audience of potential club members.



## Milestones

### 1. Attract local media attention

The chess tournament was able to catch the attention of multiple Indian news outlets, resulting in six print or digital stories and two television news stories. The segments featured excited students talking about the competition and allowed host Lions to talk about local service projects and provide contact information for viewers interested in learning more about Lions International.

### 2. Induct new Lions

MD 318 reported new clubs and new Lions as a direct result of either the chess tournament itself, the social media and print advertisement campaigns surrounding the event, or the news stories covering the competition.

## Media

