

Ask us anything: The Lions International Marketing Award

November 2022



Lions Clubs International



Welcome!



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Agenda

- ✓ Overview of the Lions International Marketing Award
- ✓ Frequently Asked Questions
- ✓ Open questions

2.2 Signatures



Lions Clubs



Lions Clubs
International

The primary signature

The primary element of the identity is the signature, which consists of two components—the emblem and the name. The two signatures shown are the primary configurations. The emblem is the preferred choice for all applications. Signatures may never be re-created or modified in any electronic art, available.

1 Speaking in Lion



Lions Clubs International Brand Guidelines

Club recognition

How to represent the
world's premier service
organization.

00C 17M 100Y 0K
235R 183G 0B
HTML #EBB700

Pantone® 287
100C 72M 2Y 12K
0R 51G 141B
HTML #00338D

Pantone® Cool Gray 11
65C 57M 52Y 29K
85R 86G 90B
HTML #55565A

Color palette

The Lions Clubs International primary color palette consists of yellow, blue and gray. These colors were chosen to represent the refreshment of the organization's identity.

V3.0 FULL | 11/20 EN





LIONS INTERNATIONAL **MARKETING AWARD**



New! Lions International Marketing Award

What is it? What are the criteria?

An award program to **recognize the marketing success** of clubs around the world.

Your club must plan and execute a marketing campaign (aka promotions through different types of media) to promote a club service project, club membership drive or club training opportunity.

This campaign must:

- 1 Properly **represent the Lions International brand** as well as the characteristics and personality associated with it. We provide you with brand kits and assets!
- 2 Showcase your club's **innovation and creativity** in developing and executing your campaign.
- 3 Show that **a goal was set and achieved** (or exceeded!).

Lions International Marketing Award continued...



Applying for the award:

Do you have to be a marketing expert?

No. If the award criteria is met, all club marketing expertise is accepted.

Who's eligible?

All **Lion and Leo clubs** in good standing.

Who can apply?

The **Club Marketing Chairperson** or **Club President**. However, having a Club Marketing Chair is encouraged to ensure the proper planning and submission needs are met.

What do you have to do?

Start planning and **submit an application** detailing your club's successful campaign to promote a service project or member recruitment event. **Deadline to participate is December 31, 2022.**

Lions International Marketing Award continued...



Winners and recognition!

How many winners will there be?

One winner will be selected from each of our eight constitutional areas.

What could my club win?

Each winning club will receive a **trophy**, a **\$2,000 USD** award to use for marketing and **complimentary LCIcon registration** for two members plus guest.

Learn more at lionsclubs.org/marketingaward




\$2,000 USD
award for marketing





Frequently asked questions



My club doesn't have a lot of marketing experience. Are there resources available to help guide us?

When can my club submit an application?

Can I submit a campaign that our club ran a few years ago?

What does a marketing campaign entail?

Does my campaign have to be completely finished before I submit my materials?

What type of photos should I submit with my application?



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V3.0 FULL | 11/20 EN



Quick poll

Quick

How to represent the world's premier service organization.



Takeaways

Award takeaways

- ✓ Clubs can still plan their marketing campaigns for award consideration.
- ✓ Deadline for applications are Dec 31st, but you can submit any time leading up to it, if you've already planned and completed your project.
- ✓ We offer a variety of resources for executing your club marketing at lionsclubs.org/brand
- ✓ Check out all award info at lionsclubs.org/marketingaward



Thank You