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## Press Pack:

1. Statement from the BDGA
2. Discover Disc Golf Poster
3. Discover Disc Golf Logo
4. Example posters for your event
5. Example Social Media post to promote your event
6. Articles & Growth Stats about disc golf



## 1. Statement from the BDGA:

Feel free to use this statement when promoting your event, on any press releases or wherever you feel it necessary.

BDGA Discover Disc Golf Statement:

“The BDGA, in association with their Diversity, Equity and Inclusion Committee (DEIC) are delighted to announce the launch of the Discover Disc Golf (DDG) programme. DDG is set up to encourage new players to give the sport of disc golf a try, with the underlying hope of encouraging players from all backgrounds and walks of life to participate in the sport. There are two main reasons for this: 1. The enrichment of the UK disc golf community a more diverse player base will create and 2. The chance for all people, regardless of their age, ability, gender, race, ethnicity, religious belief, sex, sexual orientation or social/economic status, to enjoy the huge benefits playing disc golf can bring.

The programme will run through the month of May 2022. We look forward to working with individuals, clubs and associations from across the UK on this project and to welcoming all new disc golfers into the sport and the community. Disc Golf - Give it a Spin!”

## 2. The Discover Disc Golf Poster:

Below is a Jpeg of the DDG poster. This poster is aimed at new players, people who have heard of disc golf and want to know how to start playing, or those who have never heard of the sport. It's purpose will be to create awareness of the programme and direct people to the DDG website. Please help spread the good word of DDG by sharing online on social media posts. The poster is also on the DDG website as a PDF if you want to print it off and put it up anywhere with good footfall or where you want to attract new players.





3. Discover Disc Golf Logos:

Below is a link to the DDG logo for use on event posters, and any other promotional material you create for your DDG event.

[Discover Disc Golf Logos](#)

#### 4. Example Poster for Your Event:

It's likely that you'll want to put together an online/actual poster or flyer to advertise your event. Please see below a great poster example which may be helpful to refer to when putting your own together. It's good to think about what words and pictures are going to grab people's attention and also what key pieces of information you'll want on there.

**Family Fun** **Walking into Communities**

**Taster Sessions @ Sharley Park**

**Disc Golf UK**

**Date: Saturday 19 March 2022**  
**Venue: Sharley Park**  
**Time: Between 1.30pm and 3.30pm** (Timeslots must be pre-booked)

*Come and have a go at this up-and-coming sport with your family.*

What is disc golf? A fun game for all the family, where players throw at a target, using rules similar to golf. The nine "hole" course is situated in the rural surroundings of Sharley Park.

- Learn how to play a new sport
- Explore the new course at Sharley Park
- Have fun together with your family
- All equipment supplied
- Explanation of the course provided
- Free refreshments available
- Places must be pre-booked.

**FREE!**

Please note these sessions are designed for combined adult and children bookings. All participating children must be accompanied by a participating adult.

**For more information, or to book one of our Family Taster Sessions, please contact: Debbie on 07773 201 033.**  
**Follow [www.facebook.com/claycrosshealthyfutures](https://www.facebook.com/claycrosshealthyfutures) for all the latest information about the taster sessions.**

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## 5. Example Facebook Post:

A great way to reach out to people local to your event is to use Facebook and post on your local community group. Just type the name of any nearby boroughs, towns or villages in the search bar and see which community groups come up. A well designed poster along with a post similar to the example below should be enough to captivate and engage a load of potential new disc golfers and get them interested in attending your event:

Example Facebook Post (please edit dates, venues etc):

**“Disc Golf Open Day - [insert date] May, [insert location].  
ALL PLAYER ABILITIES WELCOME**

Come and try this amazing new sport at [insert venue] on [insert date] May. Disc Golf is played in a similar way to regular golf but instead of hitting a ball into a hole, players throw specially designed frisbees (called discs) into disc golf baskets. The sport is blowing up all over the world; it's fun, addictive, great for families and can be played and enjoyed by anyone.

The open day is organised by [insert club / individual's name] and will take place on a short .... hole [pop-up] course at [insert more specific location]. [insert any more info specific to your event]. If you would like to give disc golf a spin please contact us at [insert preferred method of contact] letting us know your name, arrival time, email address and how many of you will be attending.

The Open Day at [insert location] is part of the British Disc Golf Association's "Discover Disc Golf" programme which is aiming to encourage participation in the sport from people of all backgrounds and walks of life.

Logo's are available in part 3 of this pack.



## 6. Articles & Growth Stats about Disc Golf:

Please see below a selection of articles about disc golf. These can be used to help sell your event to your local council and to help promote your DDG event.

Worldwide growth demographics from the Professional Disc Golf Association (PDGA):

[https://www.pdga.com/files/pdga\\_2020\\_demographics\\_0\\_0.pdf?fbclid=IwAR2dzQeg1HA9wSFyiMfO8-E\\_K5icJOz2DNdHE-iOwawWkBzRn4jItejLQ0A](https://www.pdga.com/files/pdga_2020_demographics_0_0.pdf?fbclid=IwAR2dzQeg1HA9wSFyiMfO8-E_K5icJOz2DNdHE-iOwawWkBzRn4jItejLQ0A)

Udisc growth report:

<https://udisc.com/disc-golf-growth-report/2021>

Ultiworld - Color Of Disc Golf Aims To Diversify Sport, Starting With Two-Round Tournament

<https://discgolf.ultiworld.com/2020/10/30/color-of-disc-golf-aims-to-diversify-sport-starting-with-two-round-tournament/>

PDGA Diversity & Outreach Taskforce:

<https://www.pdga.com/news/pdga-diversity-and-outreach-task-force-takes-flight>

Ultiworld - Is Disc Golf Doing Enough for Women?

<https://discgolf.ultiworld.com/2019/06/18/disc-golf-enough-women/>