



Bucks County Immunization Coalition

[www.bucksimmunize.org](http://www.bucksimmunize.org)



For videos and sports  
tool kit visit:

[www.immunizepa.org](http://www.immunizepa.org)

Click on Resources →  
toolkits

## Sports Campaign Tips

1. Contact local sports team – community liaison.
2. Inquire about recognition games for community groups.
3. Is there a players ' wives club that might be interested in sponsoring your group?
4. Determine what kind of exposure is available (throwing out the 1<sup>st</sup> pitch, 3 minute video, announcement to recognize your group, box seats for 4, tour of the clubhouse for 4, mascot appearance on the field).
5. Can you have a certain number of seats dedicated to your group? Are they in the same section so you can make an impact with t-shirts, rally towels, or banners?
6. Consider writing a letter from your mascot to the team's mascot as an invitation to hang out. – see example on back of this form.
7. Some professional teams will set up a website for groups and individuals to purchase tickets online with a code for identifying the group.
8. Develop a flyer for electronic and snail mail distribution
9. Network and advertise the date – most important to start early to sell the tickets. The amount of exposure your group will have sometimes depends on the number of tickets sold.
10. Choose a person to throw out the first pitch and be sure to have a t-shirt available for them. If a political official, may have to work with their public information office. Communicate details of where to meet the day/night of the game.
11. Order t-shirts or rally towels, etc. The internet has many resources for this. Businesses have been known to donate items (ex. "Bee Cool; Bee Wise; Bee Immunized" laminated letters to hold up at the game from printing sources -these may get you exposure on TV or the big screen at the game).
12. Plan to arrive EARLY at the event.

*Take a swing with this, you might  
just hit a grand slam*

*Bee Diddy says  
"Bee Cool"  
"Bee Wise"  
"Bee Immunized"*



Dear Phillie Phanatic,

YOU ARE MY HERO!!!

I am “Bee Diddy”, a mascot from north of Philadelphia. The kids in Bucks County gave me my name. I work hard to spread the word about how important it is for everyone to get their shots. I belong to the Bucks County Immunization Coalition. I get help from the Rho Kappa Epsilon fraternity at Delaware Valley College in Doylestown. Those guys volunteer to give me life!! Thanks to them, I can tell people about how lifesaving vaccines are for all ages.

I am planning to come to a Phillies game in August.

I can't wait!! I am coming with a bunch of people, from the Philly region, dedicated to making sure everyone knows about lifesaving shots. I have a stinger but I don't use it ever.

The shots THEY give are helping kids and adults stay healthy. I'll be near a table helping them.

If you have time, I would love to get your autograph and give you a high five. When I started working for the BCIC they told me all about you and how you were the best mascot in the country. They told me I should be as energetic and fun as you. That's hard to do but I am trying. It would be one of MY greatest moments if I could meet you.

(If you have time and if the baseball team says it's OK)

Well, that's all the “buzz” I have right now.

Hope to see you at the game.....Bee Diddy