

LISTEN ENGAGE REPRESENT



WELSH ATHLETICS
ATHLETAU CYMRU

PROMOTION PACKAGES

Welsh Athletics offer the following packages to Competition providers:

Promotions	Tier 1	Tier 2	Tier 3
Website Featured event on front page of Competitions section.	• 2 weeks	• 2 weeks	• 4 weeks + Home page banner on carousel
Social Twitter, Instagram, and Facebook posts.	• 1 post/week on each channel	• 2 post/week on each channel	• 2 posts/week on each channel
Email Featured race in our bi-monthly newsletter to our 11,000+ members		• Image & link to event website	• Feature article, including image & link to event website
PRICE:	£60	£120	£200

Who will you be reaching?

Web audience

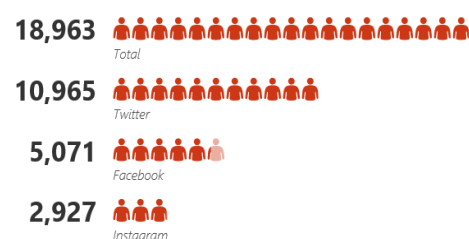
- 50,000 users in the last 3 months, 70% aged 25-54, 56% Male

Social audiences:

- Average combined reach of 35,000 per day... and growing!

Twitter	11,000+	54% Male	All ages
Facebook	5,000+	52% Female	All ages,
Instagram	2,500+,	N/A	Younger athletes

SOCIAL MEDIA FOLLOWERS



Analytics

- We use Google Analytics and ORLO to monitor engagement levels across social media and online, allowing us to provide you with detailed feedback.