

# USTA Marketing Contest--\$2,100 in Prizes!

from May, 2011 to May, 2012

The USTA Marketing Committee is delighted to announce that we are hosting a national marketing contest! Prize money has been donated by the Marketing Committee and Regional Associations.

And many thanks to both the Northern California region (NORCAT) and to the Chesapeake Region (CTA) whose members suggested this idea prior to the 2010 USTA Annual meeting. We are glad their ideas have come to fruition!

We hope this contest will inspire all of us to renew and refresh our marketing endeavors..... And most importantly, we are hoping for a “100th Monkey” effect! What if many of us increased our market presence, and suddenly The Trager® Approach & **Trager** became household words?

## Deadline for Submissions

The deadline for submissions for the contest will be May 1, 2012. Submissions must be made by e-mail to [MarketingContest@gmail.com](mailto:MarketingContest@gmail.com).

## Who Can Submit Materials

The first four categories are open to USTA Members, their friends and clients. The Marketing Committee feels that some members may have creative, supportive friends or partners and we want to have as much **Trager** marketing material created and submitted as possible!

The last category “Most Productive Marketing Endeavor” is only open to **Trager** Practitioners; again, the Marketing Committee and the USTA Staff are excluded.

Only the USTA Marketing Committee and the USTA Staff are excluded as entrants in the contest, although they may participate and support their Region if the Region wants to enter the contest.

## Use of Registered Service Marks

Only **Trager** Practitioners and Students (who have special rules for Service Mark use) may use “**Trager**”, “**Mentastics**” and the Dancing Cloud logo. *We gratefully welcome others who wish to develop advertising materials for the contest, but must note that you may use the Service Marks only to produce these materials for the contest. These materials will ultimately be used by those who have a legal right to use the Service Marks.* Questions? Please call Judy Rose Seibert 301-949-4145. Members, for the most up-to-date service mark guidelines, please check the USTA website “Members Only” section under the “Legal” tab, or in Section 10 of the online Handbook, which is under “Administrative Forms”.

## Contest Categories:

### 1. Videos

This category is for new videos created and posted on YouTube or Vimeo, between May 1, 2011 and May 1, 2012. The video must promote The **Trager** Approach, and of course can promote your private practice.

*To be eligible*, the video must include the USTA website address & participants should be clothed as one would normally be in a public place, such as the street or an exercise studio.

*First Prize - \$500*

*Second Prize - \$250*

*Third Prize - \$100*

### 2. Personal Websites

This category includes websites that advertise your **Trager** practice, whether they are exclusively **Trager** websites, or websites with a portion of the site dedicated to **Trager**.

*To be eligible*, the website must have a link to the USTA website.

*First Prize - \$200*

*Second Prize - \$100*

### 3. Downloadable Brochure

This category is for tri-fold brochures which exclusively promote The **Trager** Approach, and which could be downloaded by a member and be personalized for that member's own use (i.e. contact information, a section for personal information about that Practitioner, etc.)

*To be eligible*, the creator of the brochure must have permission to use any photos or other material present in the brochure, and by submitting your brochure, you give permission to the USTA to post the brochure on the USTA website for other members to download, personalize and use. Submissions must be sent as word documents (.doc), and you must tell us what program was used to create the brochure. (This will help those wanting to download and use the brochure. For example, if a brochure was made on a Mac using Pages, it can be saved as a word document, and then edited either in Word or reformatted back to Pages for editing.)

*First Prize - \$250*

*Second Prize - \$100*

### 4. Articles

This category is for articles about The **Trager** Approach which are published either in print or online between May 1, 2011 and May 1, 2012.

*To be eligible*, permission must be given to post a copy of the article on the USTA website, or to post a link to online articles.

*First Prize - \$200*

*Second Prize - \$100*

5. Most Productive Marketing Endeavor

What was your most productive marketing practice to bring in new **Trager** clients? How did it work? Did you get short-term or long-term results? How much did it cost, or what was the cost/return ratio? Limit your submission to 1,500 characters or less, and submit it as a word document (.doc). (Only the first 1,500 characters will be put on the website; we will not edit your submission.)

*To be eligible*, you must be a **Trager** Practitioner. By your submission, you give permission for others to try your ideas.

*First Prize - \$200*

*Second Prize - \$100*

Voting on Winners

Voting will be from June 1 to July 1, 2012. USTA members will vote to decide who wins in each category. The contest material will be posted on the USTA website in the “Members Only” section. Members will need to view the website to see the contest submissions. There will be links to the video submissions, websites and to the online articles.

**To Vote:** One voting form per USTA member. There will be two ways to vote:

- An e-mail will be sent out on June 1, 2012 via the regional communication network. You can vote on the 5 categories and e-mail your vote to [MarketingContest@gmail.com](mailto:MarketingContest@gmail.com). OR
- A downloadable voting form will be on the website with the contest materials. You can download the form, vote on the 5 categories, and mail your form to Judy Rose Seibert, 13011 Daley Street, Silver Spring, MD 20906.

Announcement of Winner & Awarding of Prizes

The winners will be announced at the USTA Annual Meeting in 2012, and prizes will be awarded at that time. Winners not present at the Annual Meeting will have their prize money mailed to them. In case of a tie, 1st & 2nd prize money will be split among those tied for first place, etc.

Questions???

For questions about the marketing contest guidelines, call Judy Rose Seibert at 301-949-4145. (Bear in mind she lives in Maryland when calling!) For technical questions about developing marketing materials, please ask your friends & family!

Put on your creative hat, have FUN and amp up marketing for  
The **Trager** Approach!                      Good luck!