

# Free Marketing Materials for Authorized Providers

## Aquatic Facilities

These materials are designed to help you market your program needs to the community and are made available to our Authorized Providers at no cost.

Order by calling Donna Hughes at 785-2718



### Marketing CD-ROM for Aquatic Professionals

#659066 / each

Designed to save aquatic facility managers time and money, the Marketing CD-ROM for Aquatic Professionals includes updated promotional tools and resources that support the new American Red Cross Swimming and Water Safety program and the existing Lifeguarding program. A variety of customizable marketing tools have been updated to include new promotional copy, images and a refreshed design. Includes ads and flyers; downloadable images; course descriptions; swim skill charts; t-shirt designs; Lifeguard/Water Safety instructor recruitment tools; water safety tips; and more.



### Lifeguard/WSI Recruitment Poster

#659059 / pk 25

This poster can help to recruit lifeguard and Water Safety instructor candidates. It includes white space that can be customized with a facility's contact information and course dates/times.



### Swimming & Water Safety Poster

#659065 / pk 25

This poster is designed to promote Red Cross swim classes in the Parent and Child Aquatics, Preschool Aquatics and Learn-to-Swim levels. This piece includes white space that can be customized with a facility's contact information.



### Lifeguard/WSI Recruitment Brochure

#659058 / pk 25

This brochure is intended to provide course information to lifeguard and Water Safety instructor candidates. The brochure fits in a #10 envelope and can be used as a handout or in direct mail campaigns. This piece includes white space that can be customized with a facility's contact information.



### Swimming & Water Safety Brochure

#659064 / pk 25

This brochure is intended to provide patrons with information on the various Red Cross Swimming and Water Safety courses offered at the facility. It features detailed content on swim lessons in the Parent and Child Aquatics, Preschool Aquatics and Learn-to-Swim course levels. The brochure fits in a #10 envelope and can be used as a handout or in direct mail campaigns. This piece includes white space that can be customized with a facility's contact information.