
The nation's biggest sports day

Supporting third-party
organisations toolkit

I AM
TEAM GB 



itv

Supported by **Join in***



Saturday 27 August

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What is I Am Team GB?

On **Saturday 27 August 2016** hundreds of thousands of people across the nation will kick off the bank holiday weekend with I Am Team GB by getting out and getting active, shoulder to shoulder with Team GB. Brought to you by The National Lottery and ITV, I Am Team GB is inviting everyone to be part of the **nation's biggest ever sports day**.

To celebrate The National Lottery players' support of Team GB's athletes, I Am Team GB will see athletes returning to their local communities and we hope that lots of the stars of 2016 and will be available to visits clubs and events on 27 August.

I Am Team GB is inclusive – any club, or group can host a free event and this more than just Olympic sport; we are keen to work with **all able bodied and disability sports**. I Am Team GB is looking for thousands of clubs to take this opportunity to raise the profile of their clubs and open their doors to new participants in their sport or activity.

Key messages for your audiences

To your clubs, groups and events:

1. Save the date: 27 August to host an I Am Team GB event.
2. [Find out more about I Am Team GB.](#)
3. [Create an event page on the Join In website](#) to ensure you get an I Am Team GB kitbox.

PLUS: Follow Join In on [email](#) and social media to keep up to date with all the I Am Team GB news, including when more downloadable assets are ready.

[Join In Twitter @joininuk](#) | [Join In Facebook.com/joininuk](#) | [Join In Instagram @joininuk](#)

Key dates for the campaign

Please book these into your content calendars from June to mid-August

From today

Join In social media launch of I Am Team GB on Twitter, Facebook and Instagram.

How to support?

Retweet, Like and Share posts from Join In accounts:

[Join In Twitter @joininuk](#)

[Join In Facebook.com/joininuk](#)

[Join In Instagram @joininuk](#)

w/c 13th June

Use the assets on the following pages across your communications channels:

- Press
- Twitter
- Facebook
- Instagram
- Email
- Website
- Print

14th July

Public launch and announcements – schedule support tweets and posts.

Downloadable assets for Events/clubs will also be available from the Join In site, including:

- Posters/flyer
- Web banners
- Social media assets

Beginning of August

Post-I Am Team GB deck with ‘thank you’ messages to share after 27 August.

Social media assets

Guidelines

- Only these assets provided can be used for promoting I Am Team GB on your channels
- No Team GB athlete imagery can be used in connection to I Am Team GB unless athletes are in adidas or Team GB kit
- Any queries that arise from social media posts should be directed to the FAQ section of www.iamteamgb.com



Download all the following social media assets as a .zip file [here](#).

Social media assets

Draft tweets/posts with key info for clubs to share:

BIG NEWS! Be part of the nation's biggest #sports day on 27 August
<https://www.joininuk.org/i-am-team-gb/> @joininuk

Clubs! Events! Groups! Open your doors on the nation's biggest
#sports day <https://www.joininuk.org/i-am-team-gb/> @joininuk

Open your doors on the nation's biggest #sports day, 27 August <https://www.joininuk.org/i-am-team-gb/> @joininuk

Other partner handles to include, as well as @joininuk:

@ITV @ITV_R

@TNLUK @LottoGoodCauses

@TeamGB @uk_sport



Social media assets

Draft tweets/posts with top 5 reasons for clubs to host events:

1. Free kitbox

Upload an event for the nation's biggest sports day & get a free kitbox <https://www.joininuk.org/we-need-volunteers/register/> @joininuk

2. Grow your club

As a nationwide campaign, I Am Team GB is a great way to gain new supporters <https://www.joininuk.org/i-am-team-gb/> @joininuk

3. Host sports stars

To celebrate @TNLUK supporting @TeamGB, stars will be at I Am Team GB events. Sign up for chance to host them <https://www.joininuk.org/we-need-volunteers/register/> @joininuk

4. Olympic spirit

Capture the nation's celebratory mood after Rio & get more people through your doors <https://www.joininuk.org/i-am-team-gb/> @joininuk

5. It's gonna be big!

Powered by @TNLUK @ITV @uk_sport @TeamGB, I Am Team GB hopes to be the nation's biggest sports day <https://www.joininuk.org/i-am-team-gb/> @joininuk





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Social media assets

More imagery for sharing
across social media:



Facebook and Twitter headers:



Print assets

We have an A5 flyer that can be used to promote I Am Team GB to your clubs, groups or events.

None of the presenting partners are able to pay for printing of these, but please do download the artwork and add to any other printed communications you have going out in the months leading up to 27 August.

We will be adding further assets for hosts in the coming months – keep an eye on the [Join In website](#) for more.



Download the flyer PDF artwork to give to printers here.





SIGN UP

On Saturday 27 August, I AM TEAM GB will be inspiring people across the UK to get active at their local sports club. Thousands of clubs will be opening their doors on the day as part of I AM TEAM GB – and we want your club to be part of the action.

To celebrate Rio 2016, sports stars past and present will also be joining I AM TEAM GB at events across the UK. Don't miss out on your chance to stand shoulder to shoulder with Team GB.

Why get involved?

- 1 Grow your club**
As a nationwide campaign, I AM TEAM GB is a great way to gain new members and volunteers.
- 2 Free kitbag**
Sign up before 12 August to get a free I AM TEAM GB kitbag filled with goodies to promote your event and club.
- 3 Host an Olympian**
To celebrate the National Lottery players' unique support of Team GB's athletes, sports stars will be heading to I AM TEAM GB events. Don't miss your chance to host a sporting hero.
- 4 Olympic spirit**
Capture the nation's celebratory mood and get more people through your doors in the spirit of the Games.
- 5 It's big!**
Powered by ITV and The National Lottery, I AM TEAM GB is set to be the nation's biggest ever sports day. With ITV showcasing events, this is your chance to be part of a national TV campaign.

Sign up to host an event and be part of I AM TEAM GB at [iamteamgb.com](#)

Print assets

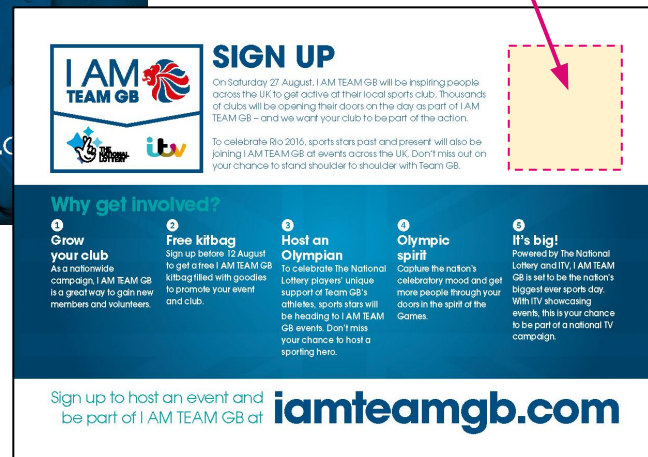
We also have a version of this A5 flyer that can be used to promote I Am Team GB with a blank space for including your logo.

Please see page 13 for more detail on correct usage of your logo in other collateral.

NB. PLEASE EMAIL all artwork created to zara.pirie@joininuk.org for approval BEFORE SENDING TO PRINTERS.



Your logo goes in this space



Download the editable flyer PDF artwork to give to printers here.

Sign up to host an event and be part of I AM TEAM GB at **iamteamgb.com**

Film assets

Our first two films include Chris Hoy and Rebecca Adlington.

More to come including Perri Shakes-Drayton



Chris Hoy [YouTube link](#)

Embed code: `<iframe width="560" height="315" src="https://www.youtube.com/embed/w1rlyTqW4U4?list=PLM3wxQ5-ZJnqQdCWpUrCemUbHSddNJvRu" frameborder="0" allowfullscreen></iframe>`



Rebecca Adlington [YouTube link](#)

Embed code: `<iframe width="560" height="315" src="https://www.youtube.com/embed/FtB07gCJhhE?list=PLM3wxQ5-ZJnqQdCWpUrCemUbHSddNJvRu" frameborder="0" allowfullscreen></iframe>`

Branding

These guidelines feature the official logos and style guide materials to be used to support the I Am Team GB initiative that The National Lottery, ITV and Team GB have created.

These logos and guidelines should only be used in connection to this event.

[Download the guidelines here.](#)

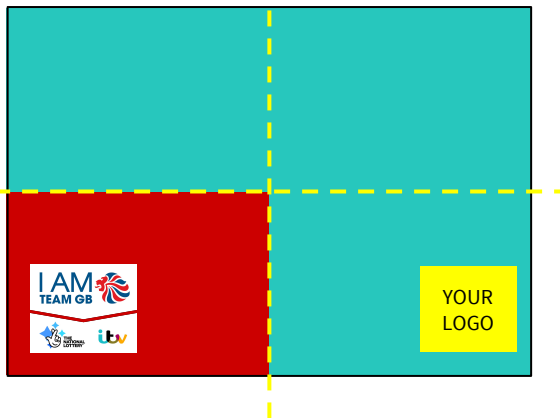


Branding

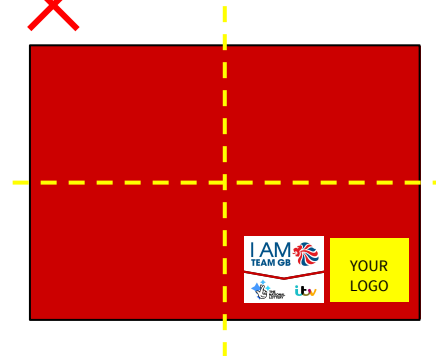
There can be no logo lockups or inference of commercial organisations support of I Am Team GB.



However, I Am Team GB logo can be used to support existing campaigns (e.g. HockeyFest or Go Spike!) as long as these guidelines are adhered to.



The I Am Team GB logo should only ever appear in a different corner on assets to any other organisations' logos or campaign logos. For example, it should never appear in the same quarter on a flyer, as shown above.



Brand principles

Overview

Host clubs and venues are permitted to use the I Am Team GB brand in connection to the event on 27 August, subject to certain restrictions that are set out below.

These guidelines are in place to protect Team GB's commercial partners who have exclusive rights to the Team GB and Olympic IP and restrict non-rights holders from leveraging any association.

Any use of I Am Team GB should always be in relation to the event and the third party's role in the event, rather than creating an association with the third party more generally.

Key to this is that the I Am Team GB logo cannot be used in a lock up with host venue logo, nor any other venue, NGB, CSP or other logo(s).

What assets can be used

- ✓ I Am Team GB logo for event promotion in accordance with brand guidelines.
- ✓ Reference to I Am Team GB in a factual context (e.g. event listing)
- ✓ Reference to 27 August and 'the nation's biggest ever sports day'
- ✗ Team GB logo or Olympic rings
- ✗ Rio 2016 event logo or references
- ✗ Olympic referencing
- ✗ I Am Team GB logo in a lock up with host venue logo
- ✗ Athlete imagery or engagement for promotional use
- ✗ I Am Team GB warm up/training event before/after 27 August
- ✗ Commercialisation of I Am Team GB for purposes other than the event

Examples

Physical branding (e.g. POS, posters, flyers promoting they are hosting the event)

- Position of I Am Team GB logo must have clear separation from venue / NGB logo on the page/design.
- Creative must always reference 27 August so it's clear the logo is promoting an event not a campaign – citing The National Lottery and ITV as lead partners
- No external venue dressing other than that which has been provided in the event kitbox or downloaded from Join In's site
- Copy references in a factual context such as:
 - "I Am Team GB on 27 August – taking place at [venue name]! Pledge to be part of the event at www.iamteamgb.com"
 - "Want to get fit for 27th August? Sign up to one of our classes"
 - "Discover your talent for badminton by coming to the I Am Team GB event here on 27 August"



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Brand principles

Host venue websites

- Websites may feature the event in a factual context (like a listing)
- I Am Team GB logo may feature alongside copy referencing 27 August as the date with clear separation from the host venue of the on the webpage
- Websites should direct participants to the main event page www.iamteamgb.com for more information
- The feature should not dominate the venue homepage.

Social media

Separate I Am Team GB from host venue name:

- ✓ “Join The National Lottery and ITV on 27th August for I Am Team GB – find out more on our website”
- ✓ “Join The National Lottery and ITV for I Am Team GB on 27th August at GLL”
- ✗ “Join The National Lottery and ITV for I Am Team GB at GLL on 27th August”

Merchandise

The first 2,000 events to create a Event Page on the Join In website will receive a kitbox to help promote their event. Please follow brand guidelines when using this.



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Want it all?

**Download all the assets
mentioned in this pack here!**

Includes:

- Social media assets
- A5 flyers for print
- Brand Guidelines
- This document

Thank you for all your support – let's make it the biggest sports day ever!
