

**TONBRIDGE SWIMMING POOL CENTENARY
MARKETING PLAN**

ACTIVITY	TIMESCALE	ACTION
Centenary branded literature	April to December	All literature to include '100 years of swimming in Tonbridge 1910 to 2010' strapline. Promotional banner to be displayed on the front of the building from June.
Junior Colouring Competition	June to July	A4 colouring competition leaflet to be sent out to all local primary schools. Prizes to include family tickets to the TSP Centenary Pool Party and KickStart memberships.
Timeline/photograph display	June to December	Photographs and information from Tonbridge Historical Society and other sources to be displayed throughout the building.
Zest News and Webpage dedication	July	July issue of Zest News dedicated to TSP 100 year history and TSP news. Dedicated webpage & page header.
Centenary Lifestyles Membership Sale	1 July to 31 July	£100 off the headline Lifestyles Health & Fitness Membership.
Courier Centenary Story & Competition	July	Courier Media/KM have agreed to support the Centenary with editorial and competition.
Plaque unveiling	10 July	Mayor to unveil Centenary plaque – photo opportunity for local press.
Centenary Pool Party	10 July	Centenary Pool Party for members and invited guests. Activities to include Outdoor Pool games, Splasharound inflatable and Health Suite. Party entry free – Barbecued food available to purchase, plus paying bar.
Centenary Free Swim Vouchers for secondary schools	July to August	100 free junior swim vouchers to be given to each Tonbridge secondary school – can be used as end of year academic prizes/raffle prizes.
£6 Centenary Swim Promotion	September to December	100 £6 Family Swim vouchers to be handed out each month to customers purchasing full price Family Swims. To encourage repeat visits.