

Worcestershire and Herefordshire Olympic and Paralympic Group

Call for Dates of Events and Festivals

Planning an event?

Is there an opportunity to link it to Raising Our Game or the London 2012 Olympic and Paralympic Games?



Worcestershire and Herefordshire are represented by the Raising Our Game (ROG) brand, which has been endorsed by the London Organising Committee for the Olympic and Paralympic Games (LOCOG) and represents the Olympic and Paralympic Values. Local groups and organisations are welcome to use the logo at any sporting, cultural or physical activity event/activity or on promotional material relating to volunteering, business or tourism opportunities (in line with the ROG guidelines).

The ROG brand is already starting to gain recognition across the two counties and we will be building on the profile raised so far with a comprehensive marketing plan supported by ROG merchandise, the ROG Symbol of Inspiration and the ROG Olympic Ambassador Group (including current, past and potential Olympic and Paralympic athletes).

There is a huge potential for the inspiration of the Games to act as a catalyst for enhancing events and festivals and the strength (positive buzz) of the Olympic brand can impact not only on sporting events, but cultural events (as part of the Cultural Olympiad) and physical activity/health related events (increasing grassroots participation was right at the heart of the UK bid to host the 2012 Games). This could be in the community, workplace, schools or just about anywhere and it creates the potential to access new and broader markets whilst re-branding messages to existing markets.

We would like as many events as possible to join in with this once in a lifetime opportunity to be associated with the London 2012 Olympic Games and Paralympic Games.

Please could you complete the table below and return it to:
Worcestershire event

- Peter Turvey: Worcestershire Opportunities Coordinator 2012 Games
pturvey@worcestershire.gov.uk

Herefordshire event

- Stephen Ashton: Herefordshire Coordinator for the 2012 Games
sashton1@herefordshire.gov.uk

Organisation:	
Your name:	
Contact number:	
Email:	
Type of Event:	
Which Raising Our Game resources would you like to use? <ul style="list-style-type: none"> • Logo • Symbol of Inspiration • Olympic Ambassadors • Merchandise (* see below - depending on availability) 	
Date:	
Location:	
Number of people expected at the event:	

Raising Our Game Merchandise:

- Pull up banner
- Outdoor banner
- Leaflets
- Posters
- T-shirts
- Large flag
- Pin badges

Please also complete the ROG Promotional Products Request Form.