



ClassForKids®

TOP FIVE BRANDING TIPS

for your Kids
Sports Club



Is Your Sports Club Implementing the Right Branding Strategies?

We get it – promoting your sports club isn't exactly a walk in the park. It takes time, effort, and sometimes feels like you're juggling a dozen balls at once. But fear not! We're here to make your life easier with our ultimate guide to sports club branding.

We've put together 5 tips and tricks to streamline the whole process and equip you with everything you need to implement a branding strategy for your sports club. So, buckle up and get ready to take your club to the next level!



What is Sports Club Branding?

And, why is it so important?

Think of branding as the superhero cape your sports club wears to stand out in the crowd. It's not just about slapping a logo on your gear. It's the whole vibe, the energy, the essence of what makes your club unique.

Imagine this: your brand colours, your logo, they're like the costume that catches everyone's eye. But underneath that exterior, there's a deeper message, a story that you want your fans to connect with every time they see your club's name.

Branding is what makes your sports club unforgettable. It's what makes people say, "Hey, that's MY team!" So, let's make sure your branding game is on point, and your club shines with the following 5 tips.



Develop a Set of Brand Colours That Complement Each Other.

Now that you understand the importance of branding, it's time to get into how you can promote your academy using something you probably already use on a daily basis: social media! Social media is a fun space to let your creativity run free.

As long as the content you're posting fits your brand, you can jump on the latest trends, design nice announcement posters and communicate with potential customers - all in one place!

Because most parents already use social media, it's the perfect place to tell them about your academy. Your posts could highlight any new classes, promotional offers, performances or offer a behind-the-scenes look into what your classes are like. It's important that you continue to post content consistently on your social media platforms, and that you utilise it as a way to communicate with parents.



Craft a Memorable Sports Club Logo & Message.

Your branding should lead what you do with marketing. You have to have a clear picture of what your academy is all about, and what key message you want to use in your advertising. From there, it's all about communicating your branding and messaging in the right way, and in the right place.

Once you've developed a message that represents your academy really well, it's time to start spreading that message. Consider where your potential customers are, and the best way of reaching them. You don't want them to have to go out of their way to gain a good understanding of your academy, so it's best to go to them.



Craft a Memorable Sports Club Logo & Message.

Want to make your sports club stand out?

First off, keep it simple – you want something easy to recognise, even from across the field. Think about what makes your club special and try to capture that vibe in your design. Bright colours can add some pizzazz, but don't go overboard. Make sure the club's name is clear and easy to read. And most importantly, ask your friends and family what they think – their feedback can help make your logo a real winner!

Check lists

- ✓ Keep your logo simple.
- ✓ Use bold colour wisely.
- ✓ Seek feedback, win big.



Rock Your Brand Colours Everywhere.

Using consistent brand colors across all marketing materials helps kids sport clubs create a recognisable identity, stand out from competitors, and build strong connections with their community in a fun and engaging way.

Here, we have some tips for you. First off, get everyone on board with using the same set of colours. Whether it's posters, jerseys, or social media posts, don't forget to stick to the plan. Next, keep your colours consistent in everything you do. That means no mixing and matching – stick to the same colours every time. And, don't forget to get creative with how you use your colours to make your club stand out from the crowd.

Check lists

- ✓ Get everyone on board.
- ✓ Keep colours consistent.
- ✓ Be creative with colours.



Keep Your Online Content Cohesive.

It's important to keep your online content on point. It's not just about posting cool pics and videos – it's about making sure everything you share online reflects what your club is all about. Here's why it's important:

When your online content stays true to your club's branding, it creates a strong, recognisable identity. Whether it's your logo, colours, or tone of voice, consistency helps build trust and loyalty among your followers. Your online presence is often the first impression people have of your club. By keeping your content cohesive and aligned with your branding, you're showing the world what you're all about. Also, when your online content reflects your club's values and personality, it attracts like-minded clubs and parents who share your passion.

Check lists

- ✓ Consistency is key
- ✓ Make a lasting impression
- ✓ Building strong community



There You Have It!

5 ways to optimise your sports club branding and take things to the next level. To help you out, here is a checklist that you can use and print to assist you along the way.

Check lists

- ✓ Develop a Set of Brand Colours That Complement Each Other.
- ✓ Craft a Memorable Sports Club Logo & Message.
- ✓ Rock Your Brand Colours Everywhere.
- ✓ Make Your Social Media Bio Shine Bright.
- ✓ Keep Your Online Content Cohesive.



How ClassForKids Market Your Sports Club with Confidence?

- ✓ Use the waiting list function to test your market in new locations.
- ✓ Be listed on the ClassForKids Discovery Website with 800,000+ parents visiting.
- ✓ Regulate the monthly payments with the Subscription function.
- ✓ Saving 10+ hours a week on managing bookings, registers, payments, and parents communication in ONE platform.

Ready to take your business to the next level?

Get In Touch With Us



"ClassForKids has saved us... we were really messy behind the scenes. We now have a streamlined system where we can monitor everything. We spend far less time on the phone chasing people and the financial capabilities are great!"

- Andrew, Jungle Sports