



BBC Things To Do

What an eventful summer we are having, and with the Olympics around the corner, Things To Do is working hard to promote your free or cost recovery sport taster sessions to the public

SPORT TASTERS – WE NEED YOU!

The countdown to the Olympics and Paralympic Games is well and truly on and we need your sport taster sessions and activities. The Games will help inspire many people to get involved with sport, so why not tap into the BBC's audience and promote what your club does to get people involved with sport in your local area?

Things to Do is embedded across the BBC Sport Olympic pages – for example have a look on the [BBC Sport Olympic Homepage](#). Make the most of BBC Things To Do and promotion through BBC Sport; upload your sport taster activities now on www.bbc.in/activitymaker!

For some examples click here:

Sport Discipline Page: <http://www.bbc.co.uk/sport/olympics/2012/sports/football>

Sport Guide Page: <http://www.bbc.co.uk/sport/0/basketball/16426775>



How will activities be promoted?

- Positioned across the BBC Sport Olympic pages, Things To Do will be integrated on the homepage and across each discipline and story page.
- The BBC Sport homepage gets 3.3 million unique browsers per day and this is predicted to rise dramatically during the Olympic and Paralympic Games.
- BBC Sport will also be producing a number of short films that showcase each Olympic discipline. They will refer people online where they will find details of the 'have a go' sport taster sessions.
- Things To Do gets regular profiling on the BBC Homepage (1 million unique hits a day)

What are the criteria?

- Partners running the sport taster sessions must be not-for-profit and/or publicly-funded
- Sessions must include active participation in sport (not spectator events)
- Activities should either be free of charge or run on a cost-recovery basis
- Sport taster sessions must be accessible to the general public, not just members
- Sessions must happen on a specific time on a specific day

Become a partner now by registering here www.bbc.in/activitymaker

If you have any questions regarding Things To Do, contact the team on activitymaker@bbc.co.uk

