

2019



UNITED WE RISE

AWARENESS CAMPAIGN



BACKGROUND

Wrestling is the one of the fastest growing female sports at the scholastic, collegiate and national level, but the support of the these athletes is not equivalent to those that male athletes receive. While wrestling is also one of few sports that anyone can participate in regardless of height, weight, gender, socio economic status, and most disabilities, per findings by NWCA, awareness for equal support still needs a significant push.

OPPORTUNITY

Strengthen brand awareness of Wrestle Like A Girl and its mission to empower girls and women through the sport of wrestling by collaborating with positive and influential figures within the world of sport. Through the use of recognizable and respectable individuals there is an opportunity to reach a larger audience than before.

CONCEPT

Create a 2-3 minute video capturing the voices of key stakeholders, influencers, athletes and advocates declaring their support of female wrestlers and equality within sport. The initial video will be supplemented with additional :30 to :45 second clips of supporters across a multitude of backgrounds that can stand alone as supporting campaign pieces.

GOALS & OBJECTIVES

01

Grow Brand Awareness

Introduce WLAG to a new audience and define what they stand for.

02

Educate

Use quick facts that identify the inequality issues that female wrestlers currently face.

03

Inspire

Motivate others to take action and engage in the opportunities WLAG promotes.



TONE

An uplifting and candid look into the world of female wrestling with a unified CTA to push for equal opportunities in the space.

- Inspiring
- Empowering
- Genuine/Raw
- Unification
- Educational

TAGLINE OPTIONS

- Develop our future leaders.
- We will so she can.
- Wrestle as one.
- Because she's stronger than you know.

TARGET AUDIENCE

- Working class families with young daughters, with an emphasis on those located in the midwest.
- Emphasis on states without sanctioned female programs.

ROLL-OUT

The initial video will launch through social and digital platforms of those involved and pictured within each segment, respectively, with the goal of gaining traction and support of influential organizations like espnW and USA Wrestling.

Campaign to run March 8, 2019 through June 5, 2019, ahead of International Women's Day and WLAG's first Regional Camp.

- **Launch Date:** March 8, 2018 on International Women's Day
 - Release full video on WLAG Facebook page and Twitter.
 - Boost Facebook post, targeting key demographic
 - Tease video in Instagram Story with swipe up CTA for full video.
 - Send out press release announcing message and support of campaign.
 - Work with key stakeholders and organizations to also share the video through their personal accounts, followed with a CTA to learn more at www.WrestleLikeAGirl.org.



ROLL-OUT (CONT.)

- **Supporting Materials:**
 - Launch supplemental videos every 1-2 weeks pending on amount of additional assets collected, following initial launch.
 - Consider incorporating design elements from video to support #MondayMotivation and #TBT sharables during the campaign run.
 - Encourage participants to share on their channels, where applicable.
- **Social Budget: \$1,700 - \$3,400**
 - \$1,000/\$2,000 over 10/20 days for initial video
 - \$100/ \$200 over 5/10 days for each supplementing video
- **Hashtag Options**
 - #UnitedWeRise - In use but with under 4,400 tags
 - #FighttoWrestle - Not currently being used
 - #WrestleLikeAGirl - Continue use in conjunction with campaign
 - #AllForWrestling / #WrestlingForAll - Minimal use

POTENTIAL CAMPAIGN PARTNERS

ALLY ORGANIZATIONS

- Athlete Ally
- Champion Women
- Adidas Global
- International Human Rights and Business
- Equality League
- Commonwealth Games Federation
- Human Rights WATCH
- Trinidad and Tobago Olympic Committee
- Women's Sports Foundation
- USOC
- IOC
- United World Wrestling
- Hard Rock International
- UFC
- Alice + Olivia
- NCWA
- Val Ackerman, Commissioner of Big East
- Google, Julie Eddleman
- P&G
- espnW, Laura Gentile
- Ernst & Young



NATIONAL WRESTLING ENTITIES

- USA Wrestling
- National Wrestling Hall of Fame
- National Wrestling Coaches Association
- Wrestle Like A Girl
- National Collegiate Wrestling Association
- Beat the Streets

FEMALE WRESTLING ATHLETES (SENIOR LEVEL)

- Helen Maroulis
- Adeline Gray
- Vicki Anthony
- Jenna Burkert
- Kaori Icho
- Aline Silva
- Michelle Fazzari

FEMALE WRESTLING ATHLETES (DEVELOPMENTAL)

- Beat the Streets (Collaboration)

KEY STAKEHOLDERS

- Jim Ravannack, President of USA Wrestling
- John Bardis
- Kyra Barry
- Dan Gable
- Terry and Tom Brands
- Terry Steiner
- Afsoon Johnston
- Trish Saunders
- Mary Robinson
- Congressman Markwayne Mullin

INFLUENCERS

- Andra Day, Singer
- Aaliyah Rose, Singer
- Chris Pratt, Actor
- Jaimie Alexander, Actress
- Henry Cejudo, MMA/Former Wrestler
- Sara McMann, MMA
- Patricia Miranda, Olympic Wrestler
- Platon, Photographer
- Dr. Denis Mukwege, Nobel Peace Prize winner
- Julie Foudy, Commentator
- Mary Harvey, Former USWNT
- Sarah Hendrickson, USA Nordic athlete
- Serena Williams, Tennis
- Mo'ne Davis, Former Little League Baseball
- Breanna Stewart, WNBA
- Jennifert Welter, NFL Coach
- Becky Hammon, NBA Coach
- Gina Rodriguez, Actress
- Alison Brie, Actress
- Mario Lopez, Actor/TV Host
- Rounda Rousey, WWE
- John Cena, Actor/WWE
- Dwayne Johnson, Actor/WWE
- US Armed Forces



SCRIPT

OPENING
[VO, B-roll of WLAG camp]

Sally Roberts

"We may not agree on everything, but what we can agree on is strengthening the fabric of America. And something as simple as providing equal opportunities for our young girls and women to wrestle can help shape the future of our leaders.

Women's wrestling is currently a bipartisan issue, leaving female college athletes with the decision to either get the education they want or participate in the sport they love.
But together we can change that.

Through the sport of wrestling our girls learn more than how to hold their own on the mat.
It teaches them that it's okay to be..."

[Cuts to girls in different elements]
Featuring 13 athletes at Cadet, Junior, Senior levels

- Athlete #1 - "Strong"
- Athlete #2 - "Confident"
- Athlete #3 - "Smart"
- Athlete #4 - "Bold"
- Athlete #5 - "Courageous"
- Athlete #6 - "Fierce"
- Athlete #7 - "Free"
- Athlete #8 - "Aggressive"
- Athlete #9 - "A Teammate"
- Athlete #10 - "Determined"
- Athlete #11 - "Devoted"
- Athlete #12 - "Accomplished"
- Athlete #13 - "A leader"

[VO: B-roll of female wrestling's successes - Olympics, World Championships, MMA, etc.]

Sally Roberts

Wrestling is more than a sport. It's a lifestyle. It teaches our girls that they can do anything and be anyone they want. But they need to know that others believe in their dreams too.

[Cut to influencers/supporters in different elements]

Speakers #2 (INFLUENCER/Gina Rodriguez)
"I support female wrestling"



SCRIPT (CONT.)

Speakers #3 (Jim Giunta)
"I support female wrestling"

Speaker #4 (Lee Roy Smith)
"I support female wrestling"

Speaker #5 (INFLUENCER/Chris Pratt)
"I support female wrestling"

Speaker #6 (Jeff Marsh),
"I support female wrestling"

Speaker #7 (Rich Bender)
"Title IX is the greatest law ever written and I support female wrestling"

Speaker #8(Mike Moyer)
"Do you support girls wrestling?"

Speaker #9 (INFLUENCER/Sara McMann)
"Become an advocate and pledge your support of women's wrestling today by hosting a local event, funding our female programs or by simply sharing our message."

Speaker #10 (INFLUENCER/Dwayne Johnson)
"Wrestlers strengthen the fabric of America and they need my voice"

Speaker #11 (ATHLETE #5)
"Your voice"

Speaker #12 (INFLUENCER/Serena Williams)
"Our voice"

[Cut to Sally Roberts]

"Join our efforts and support the talent of our future female leaders. Together we can close the gender gap and create equal opportunities for our sisters, daughters and neighbors. Together we're stronger. United we rise."

[CLOSING]

Wrestle Like A Girl logo
Include Facebook, Instagram, Twitter icons
Include #UnitedWeRise





The Alex Reser Memorial Scholarship

To honor the life of Alex Reser, a memorial scholarship program has been established. The program will benefit Oregon wrestlers on their journey towards a post-secondary education.

This program is supported by The Reser Family Foundation, a 501(c)(3) organization, and contributions are tax deductible to the extent allowed by law.



Alex Reser
1988 – 2019

For our minutes, can you send us your 8 point list of considerations?

Jack@USWrestlingFoundation.com
<jack@uswrestlingfoundation.com>
To: John Dustin <jdustin2@gmail.com>

Tue, Feb 28, 2017 at 8:25 AM

Hi John,

Here's my list of criteria for a strategy to grow college wrestling.

1) Align organizations and states with NWCA.

We have helped them start 17 new teams in last few years and they have started others besides that. This is a key part of their mission and aligning contacts, strategy and resources together makes us all stronger.

2) Develop a strategy for each target.

Any new college wrestling team is a good one. They all have different missions and challenges and costs. Some are easier to convert than others and attract different funding sources. DI/II/III, NAIA, HSBCU, community colleges, small Christian colleges, Galluadet (deaf), enrollment driven, geographic location, incomplete conferences, underserved states, etc.

3) Address their needs.

How does wrestling address their issues? international students, women, mission, community, revenue, prominence, alumni, differentiation.

4) Innovate.

Develop and reform our product to maximize success. i.e. Christian colleges with FS/GR programs to travel overseas for mission work; FS programs near Canadian, Cuba borders; etc. Reform our product to produce fans and revenue.

5) Identify the advocates in each state.

Government, administration, alumni, foundations, businesses, sponsors - i.e. not the wrestling community.

6) Determine what funding and assistance we can provide.

What do we offer to start a program?

7) Address objections.

Prepare answers to overcome the questions you know we're going to get.

8) Get public support.

Publicize and present our value to the community, so other people will fight for us. We can not save ourselves.

jc

Jack Clark
U.S. Wrestling Foundation
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