

SUMMER 2025

NIKE SPORTS CAMPS



MARKETING BEST PRACTICES

BRAND AND SOCIAL MEDIA

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US | SPORTS CAMPS

RECOMMENDED SOCIAL PLATFORM USAGE

With a variety of social platforms out there, it can be difficult to know which ones to use, and the audiences associated with each. Below are some recommendations for platform usage and format:

TikTok

TikTok can be scary to get started on if you are not actively using the platform. As a 100% video based platform, creating content requires both effort and strategy. Despite common belief, there is also a large adult audience on TikTok and its only growing everyday. Effort invested here today, will benefit you in the future.

Audience: Campers (Ages 13+) & Guardians (Gen X & Younger)

Posts: Video Content from 15 sec. to 10 min.

1. Hashtags can be very powerful. Hit the hashtag button to search for relevant tags.
2. Adding a location to your content will help target your local communities
3. Creating Duets or Mentions of other creators can help expand your audience
4. TikTok isn't all about dancing. All types of content exists. Dancing might help get followers though.
5. TikTok is becoming a top search engine. Adding captions & text over content can help you get ranked.

Editing video can be intimidating, but editing directly inside TikTok is very easy. Or use an app like CapCut to do advanced video editing, audio, captions, voice over and effects, all from your phone or tablet.

Text over content and in the post have lead to this video being discoverable for the keyword "Sportsmanship" in TikTok search.

Instagram & Facebook (META)

While organic reach of these platforms has declined in recent years, there is still value to posting content across Facebook & Instagram, especially for established audiences.

Audience: Guardians (Millennial and Older) & Campers (Middle/High School)

- **Posts: Image-Based Content (Quotes, Tips, Carousels)**
 - Use as setup content for your reel
 - Can also upload video content here if longer than 90 seconds
- **Stories: Graphic & Video - News & Promotional**
 - Use to tease your new reels
- **Reels: Video - Tips, Tricks, Shareable - Up to 90 sec.**
 - High visibility for the right content
 - Remember to hashtag
 - Add text over content to reinforce takeaway

TIP: You can use vertical video for 90% of these post types. Try using the same content across platforms to learn what works and what doesn't



YOUTUBE

As the second largest search engine in the world, Youtube should not be ignored. It's no longer all about long form content anymore. You can build audiences fairly quickly and repurpose content you are already creating for other platforms. Couple that growth with longer form coaching/training content and you could see explosive growth and reach leading into summer.

Audience: Guardians (Millennial and Older) & Campers (All ages)

- **Shorts: 60 sec. video content**
 - This can be used to promote longer-form video content, or as more viral, short form videos.
- **Videos: Long-form content 3-60 min.**
 - This can be more in-depth training content, game film review, etc.

It is all about positioning yourself as an authority of your sport by consistently sharing valuable content related to your sport.

X, PINTEREST, LINKEDIN, REDDIT, SNAP, ETC.

All of these other platforms can add value to your community engine but require specific strategies for your intended outcomes. In our opinion, you should focus on organic growth here through consistent posting, using relevant hashtags and keywords, creating visual-first content, and staying updated on platform-specific trends.

SOCIAL MEDIA BRAND STANDARDS

Please consider these best practices when representing our joint camp brand.

✓ SOCIAL MEDIA DO'S:

- Show organized, well-staffed camp photos
- Show campers working hard and having fun
- Show the venue in a positive light
- Show campers wearing Nike products and/or camp shirts
- Show camp banners displayed at your facility
- Use hashtags #NikeCamps, #NikeSportsCamps, #PlayWithoutLimits, #FindYourFearless, #PlayMoreFearLess
- Tag Brand Accounts: @USSportsCamps & @NikeSportsCamp in post or as a collaborator on IG

✗ SOCIAL MEDIA DON'TS:

- Do not use Nike in the title of your social account.
- Do not use non-official Nike logos or marks.
- Only use creative provided by US Sports Camps
- Do not refer to us as "Nike Basketball", instead use "Nike Basketball Camps" or "Nike Sports Camp"
- Never show an unorganized, slow-moving, or uninviting environment - camp is about fun
- Refrain from featuring campers wearing non-Nike products

APPROVED OFFICIAL SOCIAL MEDIA ACCOUNTS

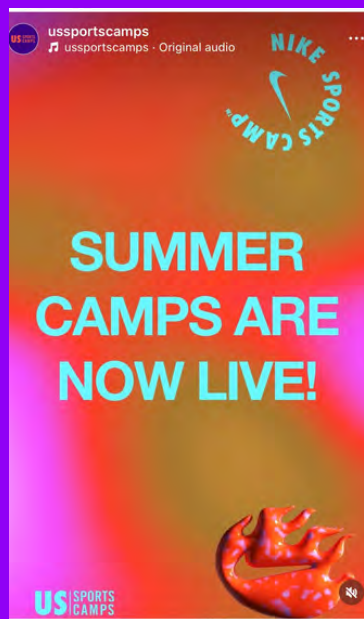
These are official US Sports Camps / Nike Sports Camp Social Accounts: @USSportsCamps & @NikeSportsCamp

SOCIAL MEDIA & MESSAGING POLICY

The operator may create an official social media account to connect with other staff, participants, and parents/guardians for the purpose of official organization communications about activities, motivation, team building, and answering posts from staff, participants, and parents/guardians.

Staff and minor participants must not connect on social media outside of the organization's official social media account.

POST EXAMPLES



#HASHTAG USAGE

Hashtags can be used for a variety of purposes, but typically they are leveraged to increase exposure of your content to relevant audiences. Hashtags can be an effective way to “tag” your content as related to a specific topic that users may be searching for.

If you are unsure of how you should be using hashtags, follow these simple guidelines.



SOCIAL MEDIA DO'S:

- Use hashtags relevant to your sport: eg. #Baseball, #FootballTips, #HowToPunt, etc.
- Use hashtags #NikeCamps, #NikeSportsCamps, #PlayWithoutLimits, #FindYourFearless, #PlayMoreFearLess to link with the rest of the network
- Create a branded hashtag of your coaching slogan or company name, eg. #PaveTheWay2Play to link your posts
- Use trending hashtags conservatively, and make sure related hashtag content is appropriate to your audience.
- Try to use different hashtags between posts



SOCIAL MEDIA DON'TS:

- Do not just make up hashtags unless its used for engagement value (eg. #IForgotHowToCatch). Hashtags are meant to increase visibility on a subject matter or topic. Using a hashtag that is funny, or inside joke to your content, may just take up space on your post.
- Do not use inappropriate hashtags. If you've seen a hashtag but haven't looked at its associated posts, check before you add it to your post.
- Don't always use the same hashtags.
- Don't use gimmick hashtags (eg. Follow4Follow)

SOCIAL MEDIA EXAMPLE - POST FORMATTING & CONTENT

- Tag @USSportsCamps and/or @NikeSportsCamp when possible - If you tag us, we will do our best to engage and amplify.
- Always Include the camp link (if possible) - Place it near the top of the post.
- Instagram - Place the camp link in your account bio, and then add “Link in Bio” to post
- Create a call to action - Tell people what you want them to do: Sign Up Today, Secure Your Spot, Pre-Register Now, etc.
- Emojis - These can be overused so only use occasionally. Used well, these can help with post visibility.

Example Camp Dates Post

Join [coach name] and @USSportsCamps in San Rafael, California for Nike Volleyball Camp at [camp venue name]!

**[Camp Date Start - Camp Date End]
Ages [Age Range]**

We will focus on:

- **Mental Toughness**
- **Improving Skills & Confidence**

Register today!

#volleyball #sport #justdoit #bayarea #PlayWithoutLimits



APPROVED NIKE SPORTS CAMP MARKS

When representing the brands, please only use the following logos.

Some approved assets can be found here:



MARK CLEAR SPACE GUIDELINES

Maintaining consistent spacing is critical to accurately displaying the Nike Sports Camp lockups.

Disclaimer Verbiage

Nike and the Swoosh design are registered trademarks of Nike, Inc. and its affiliates, and are used under license. Nike is the title sponsor of the camps and has no control over the operation of the camps or the acts or omissions of US Sports Camps.



APPROVED NIKE SPORTS CAMP PARTNER LOCKUPS

When you are creating a partnership lockup, these are the examples of how to lock them up together.

50% Swoosh width

50% Swoosh width

NIKE SPORTS CAMPS × GATORADE

NIKE SPORTS CAMPS × GATORADE

NIKE SPORTS CAMPS × GATORADE

NIKE SPORTS CAMPS × GATORADE

50% Swoosh width

50% Swoosh width

US SPORTS CAMPS × GATORADE

US SPORTS CAMPS × GATORADE

US SPORTS CAMPS × GATORADE

US SPORTS CAMPS × GATORADE

NIKE SPORTS CAMPS × GATORADE

NIKE SPORTS CAMPS × GATORADE

NIKE SPORTS CAMPS × US SPORTS CAMPS × GATORADE

NIKE SPORTS CAMPS × US SPORTS CAMPS × GATORADE

APPROVED NIKE SPORTS CAMP COLORS

The colors below are approved for all creative needs, from print assets to physical promotional items.

BRAND IDENTITY

Dayglo Pop
 HEX FF5B44
 RGB 255/91/68
 PMS Warm Red C / Warm Red U
 CMYK 0/83/81/0

Electric Sky
 HEX 77F8FF
 RGB 119/248/255
 PMS 318 C / 318 U
 CMYK 39/0/9/0

Lilac Splash
 HEX 9000F5
 RGB 144/0/245
 PMS 7442 C / 7442 U
 CMYK 54/86/0/0

Squishy Slime
 HEX 59E85F
 RGB 89/232/95
 PMS 802 C / 802 U
 CMYK 48/0/59/0

Vanilla Ice Cream
 HEX F7F9F3
 RGB 251/251/243
 PMS 9285 C / 9285 U
 CMYK 1/3/3/0

Fizzy Grape
 HEX 400085
 RGB 64/0/133
 PMS Violet C / Violet U
 CMYK 90/96/2/5

Gradient Selections with Color Palette



APPROVED SPORTS-SPECIFIC LOGO FONTS

This is called hacking FUTURA and is only applied to the Nike Sports Camp sport-specific logos.

Futura ND for Nike 365 Cn Weight:

Condensed XB
Kerning: Manual (Base -35)
Case: Upper

ABCDEFGHIJ
KLMNOPQR
STUVWXYZ



Glow up main Font 2024 Weight:

Regular
Kerning: Manual
Size: Optically match Futura
Case: Upper

MAGNETRON

BRULE

CLEAN FREAK

FIND
YOUR
FEARLESS

NIKE
BASEBALL
CAMP

NIKE
RUGBY
CAMP

Glow up Additional Fonts 2024 Weight:

Regular
Kerning: Manual
Size: Optically match Futura
Case: Upper

APPROVED USSC / NSC FONTS FOR USAGE

Helvetica Neue Bold Weight:

Medium
Kerning: Manual (Base -40)
Case: Upper & Lower

AaBbCcDdEe
FfGgHhIiJjKk
LlMmNnOoPp

Palatino Regular Weight:

Regular
Kerning: Manual (Base -40)
Alignment: Left
Case: Upper & Lower

AaBbCcDdEeF
fGgHhIiJjKk
LlMmNnOoPp

COED . ALL AGES . ALL SKILLS
SUMMER 2024
JULY 1-5 9AM-2PM
CHARLESTON SOCCER COMPLEX

All kids. All skills. One amazing summer at Vero Beach's Nike Baseball Camp. Charleston Soccer Complex is where every young athlete grows and glows.

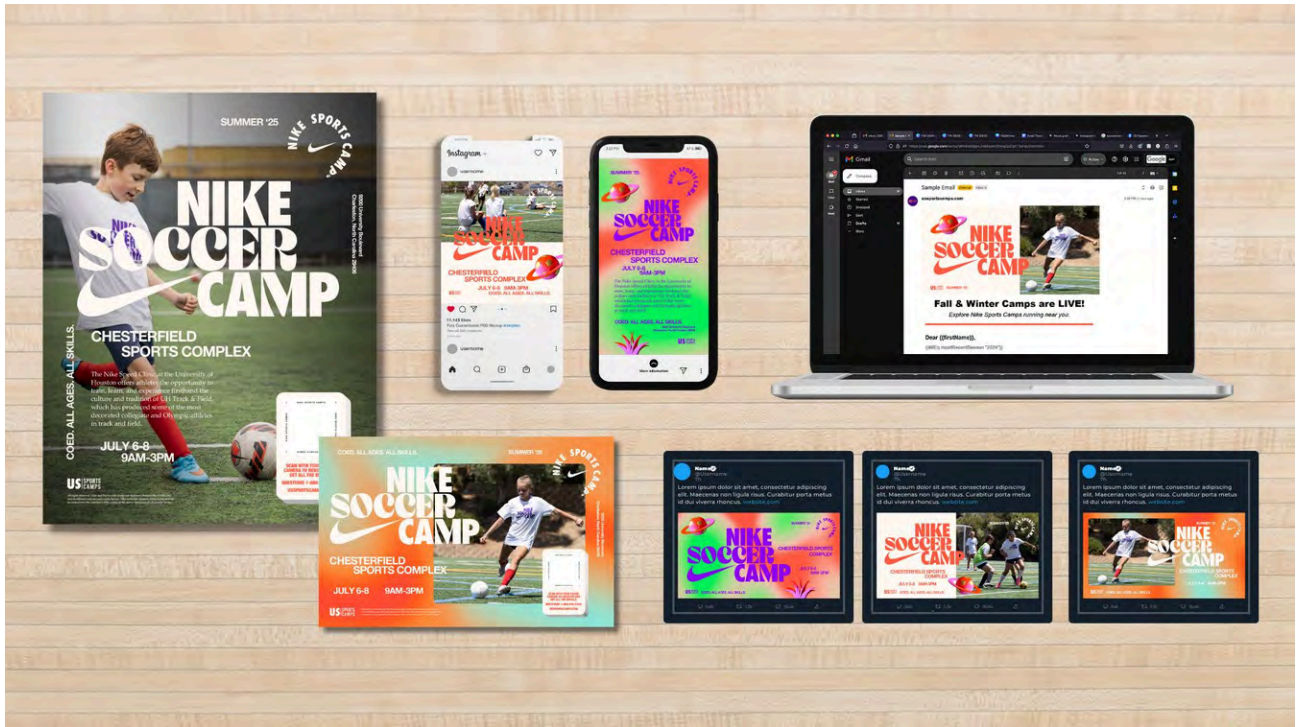
9200 University
Boulevard, North
Charleston,
South Carolina 29406

All kids. All skills. One amazing summer at Vero Beach's Nike Baseball Camp. Charleston Soccer Complex is where every young athlete grows and glows.

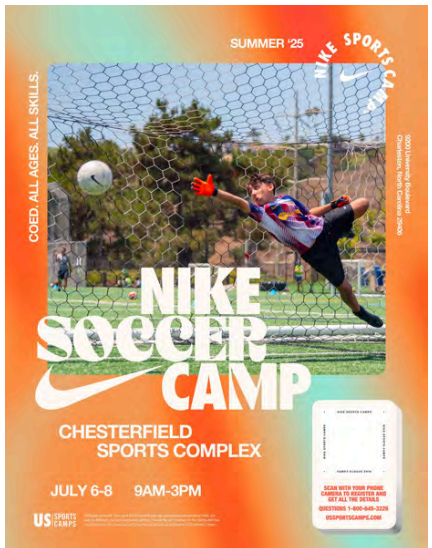


APPROVED NIKE SPORTS CAMP CREATIVE

The following creative has been approved by Nike for use in the promotion & marketing of your camp. Please contact your camp success team if you need marketing assets created.



Example Print Flyer and Infocard Layouts for Nike Sports Camp (Sizes 5.5x8.5 and 8.5x11)

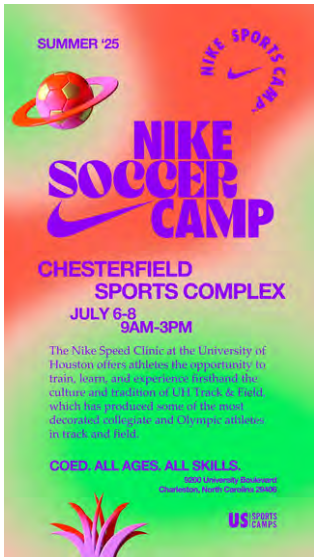




BRAND IDENTITY

SOCIAL MEDIA EXAMPLE TEMPLATES

Please contact your camp success team if you need marketing assets created.



OTHER ELEMENTS



Banner Displays



Custom Emojis



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PARTNERSHIP TEMPLATES

The following are layouts with slight tweaks in styling to accommodate partners that are affiliated and non-affiliated with Nike.



CAMPER T-SHIRTS



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NIKE SPORTS CAMPS™



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