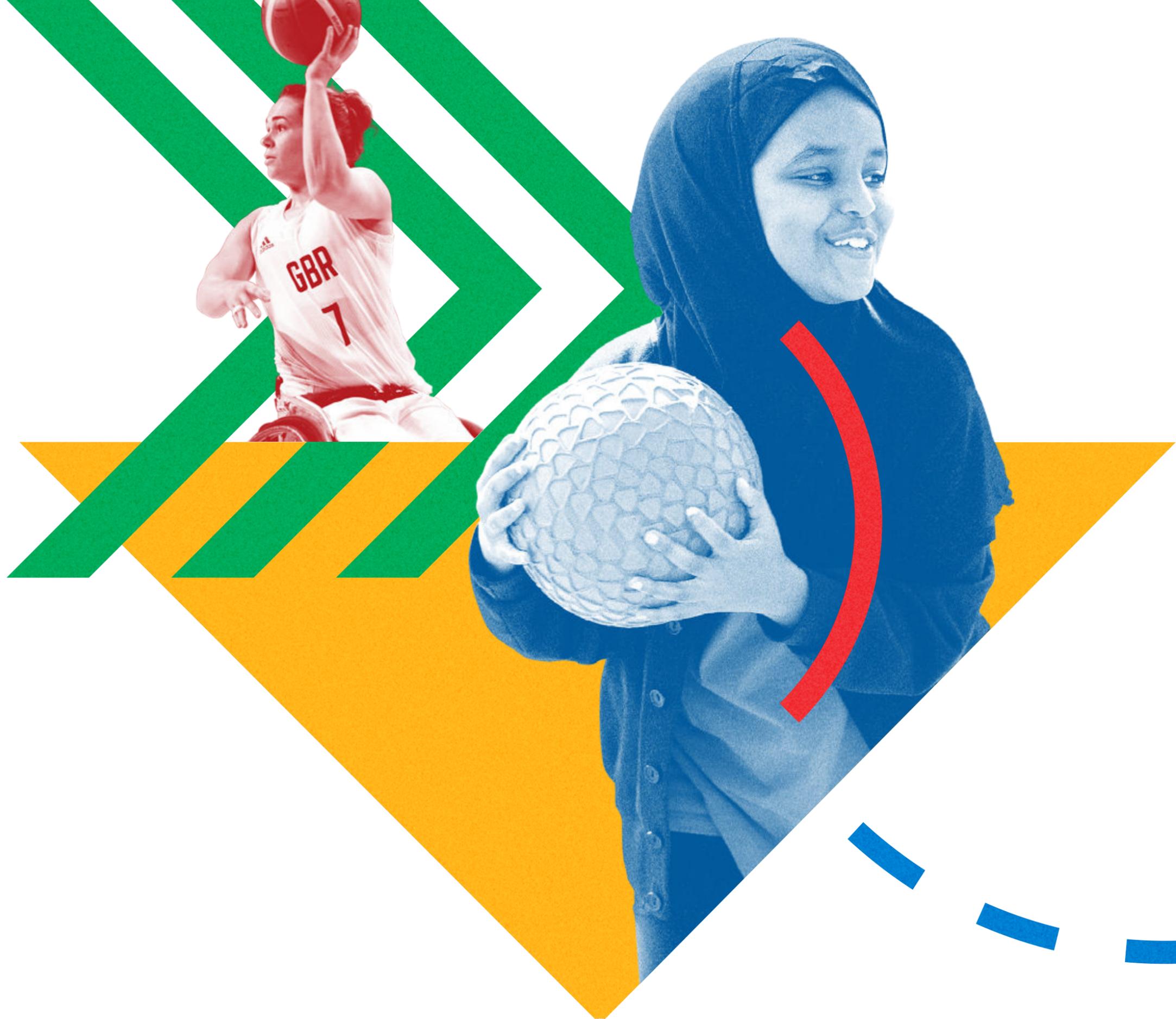


PATH TO PARIS

# Partner Toolkit



# Contents

## 1. Introduction

- 1.2. What is Path to Paris?
- 1.3. What are the benefits of taking part in Path to Paris?
- 1.4. What Path to Paris offers

## 2. How you can support Path to Paris?

- 2.1. Available resources

## 3. Toolkit contents

- 3.1. Key messaging
- 3.2. Social media assets
- 3.3. Email copy
- 3.4. Stakeholder engagement assets
- 3.5. PR assets

## 4. Annex

- 4.1. Social model of disability



# Introduction

# Introduction

- This marketing toolkit is designed to support you in promoting Get Set's Path to Paris across your networks and communities.
- Path to Paris aims to get more children – as well as their families, schools, and communities – more active in the lead up to the 2024 Olympic and Paralympic Games in Paris.
- Being active helps children achieve higher levels of academic attainment and increases concentration. Our programme helps build healthy habits that last a lifetime and we'd love your help to ensure every child gets involved! We would absolutely love your help to ensure as many children as possible benefit from the programme.
- In this document you can find all the information, creative imagery and assets required to successfully activate Path to Paris. Thank you in advance for your support!



# What is Path to Paris?

- Path to Paris is the official youth engagement programme from Team GB and Paralympics GB, with funding from Sport England and Spirit of 2012.
- It is a virtual challenge which aims to inspire the nation to get active in the run-up to the Paris 2024 Games. Starting from Athens, the birthplace of the modern Olympic Games, participants can virtually travel around the world, powering their team bus every time they get active and log their activity.
- The final stretch of their journey will take teams through the UK so they can collect Team GB and ParalympicsGB athletes from all four nations and learn more about them, their sports, and the history of the Games. Finally, teams will arrive in Paris in time for the Games to begin!
- Children can take part in teams created in schools, community groups, or by families.



# What are the benefits of taking part in Path to Paris?

On the way to Paris, there are lots of amazing prizes up for grabs, including posters and stickers to track progress around the world, sports equipment, invitations to Team GB and ParalympicsGB's exclusive events, and even school visits from Olympic and Paralympic athletes themselves! Participants might also get shout outs on social media or win awards for their outstanding achievements.

Path to Paris has lots of free resources to encourage and inspire physical activity in all children.

**There are lots of benefits for clubs and partners signing up, including:**

- Engaging and inspiring children, families, parents, teachers and community group leaders from the most disadvantaged communities at scale and year-round, and building connections with communities and community organisations across the UK.
- Generating local, regional and national news stories.
- Demonstrate their commitment to Team GB and ParalympicsGB by driving powerful education outcomes and impact which supports CSR and ESG objectives.



# What Path to Paris offers

## Participation Pack



Schools and organisations can sign up to receive a free participation pack including a wall planner, team trackers, certificates and stickers to plot teams progress on the Path to Paris.

## Paris Power Ups



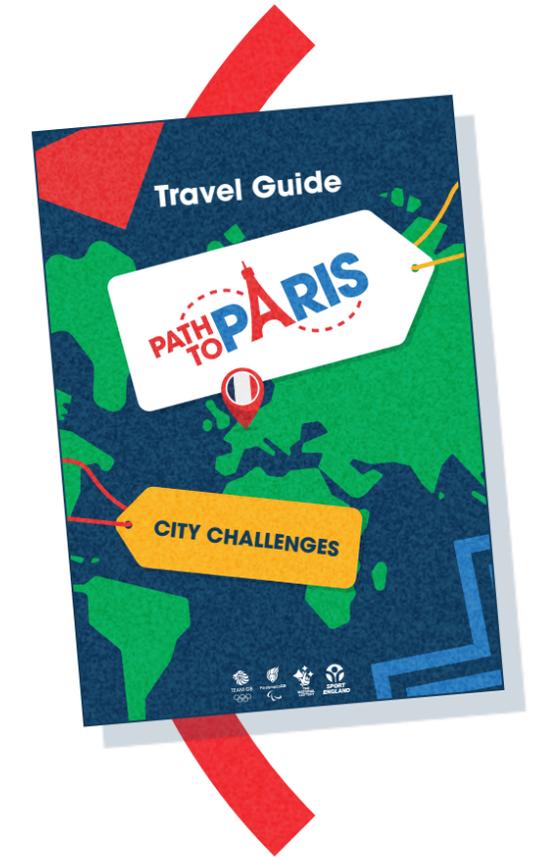
Paris Power Ups are short 10 minute activities perfect to provide inspiration to get active.

## Athletes Warm Up Workout



Get Set on the Path to Paris with our Olympic and Paralympic athlete workout video, perfect for school assemblies for youth group sessions.

## Travel Guide



Delve deeper into cross-curricula learning with our Path to Paris Travel Guide, full of activities and learning opportunities across Geography, History, PSHE and of course PE.

# How you can support Path to Paris



# Ways to promote the programme

We'd love your help to promote Path to Paris by sharing information through your own networks.

To create high levels of engagement, we suggest three scalable areas of activation:

1. **Social amplification** – using the power of your existing social following and their connections by sharing social media content to X (Twitter), Facebook, TikTok, LinkedIn, and Instagram.
2. **Stakeholder engagement** – working with stakeholders (which can be your own networks), or key education organisations you have links with.
3. **Media activation** – generating media coverage and sending a press release to targeted media to create awareness.

To help you do this, you can find In this toolkit:

- Social media graphics
- Promotional videos
- Email and newsletter copy
- A press release



# Helpful tools

**In addition, there are a number of tools to help you promote Path to Paris, including:**

- A messaging matrix to help you align messaging across your communications; and ensure consistency of message to different audiences.
- An adaptable communications calendar highlighting key relevant dates when you may wish to promote Path to Paris, or plan social media activity.
- An 'About Path to Paris' PowerPoint to introduce the programme to your networks.

But your support doesn't just need to be limited to raising awareness about Path to Paris' existence and how beneficial it can be. You can also encourage clubs and delivery partners to set up teams and take on the challenge themselves, and we're here every step of the way to help you with that. For more information, please contact Chloe Hale at [getset@getset.com](mailto:getset@getset.com).



# Toolkit contents

# Key messaging

Get children going on their virtual journey around the world to the 2024 Olympic and Paralympic Games with Path to Paris! Starting from Athens, create teams in schools, community groups, sports clubs or families and every time you get active you'll earn kilometres to power your team bus. You can even win some amazing prizes along the way!

The final stretch will take your team through Great Britain and Northern Ireland so you can collect Team GB and ParalympicsGB athletes and learn more about them, their sports, and the history of the Olympic and Paralympic Games. With loads of motivational activities and videos, get (your children/pupils) moving to make sure their bus gets to Paris in time for the Games!

## Additional messaging for schools

Path to Paris fits in perfectly with the curriculum, with key learning points in PSHE/Health and wellbeing, Geography, History, and PE. Your class will be motivated to keep moving as they see their virtual teams make their way around the world – and because they're having lots of fun too!

## Additional messaging for community or sports groups

Keep your children motivated and moving in between (sessions/training/classes/etc) with Path to Paris! Set challenges for your teams and watch them virtually travel around the world from week to week. The free, fun activities are the perfect way to bring groups together! Why not encourage their family and friends to get involved too.

## Additional messaging for families

If you want your children to get more active at home and at school, why not create a family team? You and all your loved ones can log their activity and keep powering the team bus around the world to Paris. It's a perfect way to bring your family together, while improving your fitness and having lots of fun.

 **Download assets**

# Social media assets

We have created a number of social media graphics, which you can use across your preferred channels to help raise awareness of Path to Paris and how people can get involved. Graphics are available in a variety of sizes to suit each channel. Editable versions for partner logo inclusion and text changes are available.

## General tips

- Keep it short – you will get most engagement through short posts.
- Make it visual – avoid text-only posts. We have provided some images within the template and you can also use our videos.
- Include a clear call-to-action – this means letting people know up-front what you want them to do e.g. visit the Path to Paris website to get involved.
- Use the hashtag #PathtoParis so you will be involved in the wider activity around the campaign.



↓ Download assets

# Social media example

We have created some suggested social media posts as a guide which can be tweaked to suit your own tone of voice. Please tag @TeamGB, @ParalympicsGB and @GetSetCommunity where possible and use #PathToParis.



# Stakeholder engagement assets

Your network is the people and organisations you know. They could be individuals who are influential (e.g. they have a big social media following) or organisations that work with children, such as NGOs and youth groups; plus your coaching, teaching and club networks.

You can use the email on the next page to inform your network about Path to Paris, and further adapt it with our messaging matrix (LINK). You are welcome to pass on the social media assets as well, and encourage them to spread the news about the programme on their channels. Get (your children/pupils) moving to make sure their bus gets to Paris in time for the Games!



# Email copy

Please find below a draft email you can send to people to introduce them to Path to Paris. You can tweak this to suit your own tone of voice.

Dear X,

We all know how important it is to get children more active. So why not encourage them to get moving and take on a virtual journey across the world! Path to Paris, the official programme from Team GB and ParalympicsGB, wants to inspire the nation to get active in the run-up to the Paris 2024 Olympic and Paralympic Games.

Starting from Athens, participants can create teams in schools, community groups, or families and every time you get active you'll earn kilometres to power your team bus. You can even win some amazing prizes along the way!

The final stretch will take your team through the UK so you can collect Team GB and ParalympicsGB athletes and learn more about them, their sports, and the history of the Games. With loads of motivational activities and videos, encourage your (X) to get moving to make sure their bus gets to Paris in time for the Games!

To: **name@emailaddress.com**

Subject: **Get your class more active**

Dear Teacher,

We all know how important it is to get children more active. So why not encourage them to get moving and take on a virtual journey across the world! Path to Paris, the official programme from Team GB and ParalympicsGB, wants to inspire the nation to get active in the run-up to the Paris 2024 Olympic and Paralympic Games.

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Path to Paris fits in perfectly with the curriculum, which key learning points in PSHE, Geography, History, and PE. Your class will be motivated to keep moving as they watch their virtual teams make their way around the world - and because they're having loads of fun too!

↓ **Download assets**



# PR assets

PR is an effective way to generate awareness of Path to Paris and its benefits for children, schools, families, and communities.

Here you can find a link to a press release which will allow you to share the news about Path to Paris with regional media or utilise it as a news story on your own website.

## Top tips to activate your press release

- We recommend sending your press release to local media, sports, and educational specialist outlets - either digital or print - who would be most likely to pick up this story.
- Where possible, send the Press Release 24 hours in advance of release time (under embargo) to ensure that the outlet(s) have time to upload and prepare to publish.

getset.co.uk/pathtoparis'. At the bottom right are logos for TEAM GB, ParalympicsGB, THE NATIONAL LOTTERY, and SPORT ENGLAND."/>

**PATH TO PARIS**

## Join 'Path to Paris' from Team GB and ParalympicsGB and inspire children to live more active lifestyles!

In just under a year, the 2024 Olympic and Paralympic Games will take place in Paris. To mark this occasion, Get Set (the official youth engagement programme from Team GB and ParalympicsGB), is on a mission to get children aged 5-11 and their families more active with their new virtual challenge - Path to Paris. Schools, community groups or families can set up teams for children to take part - and everyone can join in with the fun alongside them, completely for free!

We all know how important it is to get children more active. Research' has shown clear links between how active children are and the state of their mental wellbeing, even down to how much they are able to concentrate and their levels of self-esteem. Path to Paris provides a fantastic opportunity to bring positive change into all aspects of children's lives, all while bringing families, school communities, and wider communities together.

Games. Every physical activity logged will earn kilometres to power their virtual team bus to its final destination. Whether it's jumping on the trampoline in the garden, playing wheelchair basketball, attending a weekly judo club, or dancing around the living room as a family, it all counts, so everyone can get involved and get their hearts racing doing something they enjoy.

The challenge begins in Athens, the birthplace of the Olympic Games. From there, children will embark on a virtual journey around the world in a team bus, completing fun activities as they explore different places on their way to the Paris

#PathToParis [getset.co.uk/pathtoparis](https://getset.co.uk/pathtoparis)

TEAM GB ParalympicsGB THE NATIONAL LOTTERY SPORT ENGLAND

↓ Download assets

# Annex: Social Model of Disability

ParalympicsGB uses the social model of disability, which was developed by disabled people and says that disability is caused by barriers within society, rather than by someone's impairment.

When referring to disabled people in your promotion of Path to Paris, avoid using passive or victim words. Instead use language that respects disabled people as active individuals with control over their own lives. You can find some examples from ParalympicsGB in the table on the right.

Use	Avoid
disabled (people)	people with disabilities, (the) handicapped, (the) disabled
has (name of condition or impairment)	afflicted by, suffers from, victim of
non-disabled	able-bodied
wheelchair user	confined to a wheelchair, wheelchair-bound
with a learning disability (singular) with learning disabilities (plural)	mentally handicapped, mentally defective, retarded, subnormal
disabled person	cripple, invalid
person with cerebral palsy	spastic
person with a mental health condition	mental patient, insane, mad
deaf, user of British Sign Language (BSL), person with a hearing impairment	deaf and dumb; deaf mute
people with visual impairments; blind people; blind and partially sighted people, visually impaired people	the blind
person with epilepsy, diabetes, depression or someone who has epilepsy, diabetes, depression	an epileptic, diabetic, depressive
someone with restricted growth or short stature	dwarf; midget
Seizures	fits, spells, attacks

# PATH TO PARIS



@GetSetClub



@GetSetCommunity

#PathToParis

[getset.co.uk/pathtoparis](https://www.getset.co.uk/pathtoparis)