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| Logo  Description automatically generated |  | brand building  Branding Activity #6 |

# Text, whiteboard Description automatically generatedrepresent your brand!

With all the effort required to build a strong brand, you and your students should be proud to represent the brand. Represent the brand often and represent it well.   
  
Representing your brand goes beyond wearing a logo on a baseball cap or a sweatshirt. Each member of your program is an extension of the brand. Students have a responsibility to engage in the type of behavior that is consistent with your brand, not only at the events you host but in the classroom and in the community.  
  
In this activity, the branding team will be responsible for identifying every outlet imaginable for representing the brand. As you work through this process, be mindful of the brand building process with the goal of strengthening your brand for the long-term.

Graphical user interface, text, application, chat or text message

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**Step 1: Begin the brand building process by defining your brand. Answer the questions below to help establish your program’s brand Step 1: In the space below, list all the places throughout the community where you can gain exposure for your brand. Be sure to work with your sponsorship team on this exercise to ensure proper communication with local businesses. For example, only those businesses who sponsor your program should have signs with a designation that says “Proud Sponsor of Falcons Football” etc.**

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**Step 2: In the space below, describe how you will get your brand out into the community and maximize your program’s efforts to rep the brand. Be sure to complete this exercise for each of the areas of the community you listed in step one.**

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