

# The Power of Positive Branding

Building a Winning Identity for Your Athletic Program

Presented by:

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Goal: To explore how positive branding impacts every aspect of the athletic program, from coaches and players to school and community.



# What is Branding?

Your program's brand is its public identity and reputation.



## It's about:

- Values and character.
- Consistent behaviors and community presence.
- Differentiating your program positively.



**\*\*Example:\*\***

Think of a program known for sportsmanship and high standards– its brand goes beyond just its logo; it's about how others view it.



# Why Positive Branding Matters



Strong branding translates into pride, support, and a sustained interest in your program.

**\*\*How it Helps:\*\***

- Increased financial backing and sponsorships.
- Builds loyalty among student-athletes and families.
- Creates pride, resulting in increased campus engagement.

What are some brands or programs that inspire pride in you? Why?

# Tangible Impacts of Positive Branding



1. **\*\*Increased Support\*\***: Community and business sponsorships.



2. **\*\*Better Facilities & Resources\*\***: Funded by sponsorships and donations.

**\*\*Example:\*\***

Program merchandise becomes popular when community members feel connected to your brand.

3. **\*\*Media Exposure\*\***: Well-branded programs gain media attention, highlighting achievements.

# Intangible Impacts of Positive Branding



1. **\*\*Culture & Morale\*\***: Players are proud to represent the program.



2. **\*\*Community Connection\*\***: Creates a shared identity with local supporters.

3. **\*\*Personal Growth\*\***: Builds character, teaching resilience and discipline.

Share stories of athletes whose lives were positively impacted by the program's culture.





# Branding for Coaches



A positive brand reflects on coaches, enhancing their professional image:

**\*\*Leadership Recognition\*\*:**  
Coaches are seen as mentors.

**\*\*Career Growth\*\*:**  
Coaches from well-regarded programs attract new opportunities.

**\*\*Example\*\*:**

When coaches embody the brand, they naturally attract players who align with the program's values.



# Branding for Student-Athletes



Branding can shape athletes' self identity and future:

## **\*\*Positive Identity\*\*:**

Enhances self-esteem.

## **\*\*Recruiting\*\*:**

Colleges notice athletes from programs known for values.

## **\*\*Lifelong Skills\*\*:**

Fosters teamwork and professionalism.

## **\*\*Discussion Prompt\*\*:**

How can your branding support both athletes' personal and athletic growth?



# Branding for Schools & Community

1. **Community Pride**: Successful team become a town's pride, boosting attendance and involvement.
2. **Support for School Programs**: More engaged community.
3. **Alumni Relations**: Builds a lasting legacy that alumni continue to support.

**Example:**

Annual alumni events can reinforce connections to the brand.



# Steps to Building a Positive Brand

1. **Define Values**: Identify what you stand for.

2. **Tell Your Story**: Share achievements highlight players' character.

3. **Engage**: Involve the community via social media and events.

4. **Consistency**: Ensure visual and verbal identity are unified.

5. **Celebrate**: Recognize values in everyday program life.

**Tip:** Set up a brand audit every 1-2 years to ensure alignment.



# Tangible vs. Intangible Metrics



Examples of metrics:

## **\*\*Tangible\*\*:**

- Attendance numbers.
- Merchandise sales.
- Social media followers.

## **\*\*Intangible\*\*:**

- Improved school spirit.
- Positive student attitudes.

## **\*\*Activity\*\*:**

Create your own brand metric to track progress and engagement.



# Discussion

**\*\*Takeaway\*\***:

Model aspects of these programs to enhance your own.

**\*\*Program A\*\*** - Known for academic-athletic balance; tangible outcome: high college scholarship rate.

**\*\*Program B\*\*** - Community focused; intangible outcome: alumni involvement.

# Branding Pitfalls to Avoid

**\*\*Discussion Prompt:\*\*** How can you avoid these pitfalls in your program?

**\*\*Inconsistency\*\***  
in messages or  
visuals.

**Common  
Challenges**

**\*\*Not Connecting  
Locally\*\***: Ensure brand  
resonates.

**\*\*Forgetting Athlete Input\*\***:  
Include athletes as brand ambassadors.





# Individual Activity

Brand Audit Exercise:

- **\*\*Objective\*\***: Assess your current brand identity.
- **\*\*Step 1\*\***: Write down your program's top 3 strengths.
- **\*\*Step 2\*\***: List opportunities for brand improvement.

**\*\*Outcome\*\***: Leave with a list of actionable brand goals.

# Group Activity

Branding is a continuous journey:

- **\*\*Consistency\*\***: Build pride over time
- **\*\*Ambassadorship\*\***: Coaches, players, and community members should feel like ambassadors



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Discuss:  
What will your  
program's legacy be?





# Q&A and Discussion

## Let's discuss:

- Key takeaways.
- Challenges in your own branding journey.
- Best practices for implementing positive branding in athletic programs.



# CONTACT INFORMATION

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