

NATIONAL
**YOUTH
SPORTS
WEEK**

**2023 PARTNER
MEDIA TOOLKIT**

OCTOBER 2-7, 2023



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HOW TO USE THIS TOOLKIT

Welcome to the National Youth Sports Week (NYSW) Partner Media Toolkit! Here, you'll discover the resources needed to magnify NYSW from October 2-7, 2023.

Unleash the Power of Youth Sports with NYSW



For **administrators**, NYSW is a platform to showcase your commitment to youth athletes.



NYSW spotlight on **coaches** who play pivotal roles in shaping young lives building sports skills and qualities like resilience and leadership.



Parents, you're celebrated too! You're partners in this incredible journey of youth sports.



And for the **visionary brands** that support youth sports, NYSW offers a unique opportunity to align with a cause that touches millions of lives, an investment in a healthier society.



NYSW is a **megaphone** for the remarkable benefits of youth sports—increased physical, social and emotional well-being and essential life skills.

Get Ready to Participate

Within this guide, you'll discover sample posts to promote the days, posts to celebrate your work and digital graphics. Feel free to customize the posts to suit your audience. Please tag NCYS so we can amplify your social activity.

Tools for Social Media

[NCYS Twitter](#)

[NCYS Facebook](#)


[National Youth Sports Week Website](#)

[National Youth Sports Week Logo & Graphics](#)

[Resources to Share](#)




MONDAY, OPENING DAY

SUGGESTED POSTS

#NationalYouthSportsWeek October 2-7, 2023			
Date	Channel	Suggested Post	Image/ Link
Monday Oct. 2 Opening Day	Twitter	We are thrilled to collaborate with @youthsportsNCYS and youth sports organizations nationwide to celebrate National Youth Sports Week. Visit https://bit.ly/3CRVLAe to learn more and get involved. #NationalYouthSportsWeek	
		Thrilled to join forces with @youthsportsNCYS and organizations nationwide for #NationalYouthSportsWeek! Let's kick off with the #ThrowbackTeamTag challenge. Share your favorite youth sports throwback photos and stories to inspire young athletes! Learn more at https://bit.ly/3CRVLAe .	
Date	Channel	Suggested Promotional Post Throwback Team Tag	Image/ Link
Monday Oct. 2 Opening Day	Facebook	<p>Join the #ThrowbackTeamTag Challenge! #NationalYouthSportsWeek is here, and we're celebrating the transformative power of youth sports! It's time to reminisce about the moments that shaped us on and off the field. Share your favorite throwback sports memory and tag six individuals to share their journey. Let's relive the excitement and honor the friendships that make youth sports unforgettable.</p> <p>Share a throwback photo. Share a story or memory that still brings a smile. Tag six friends, mentors, or teammates for each NYSW day.</p> <p>Let's ignite the spirit of unity and shared triumphs!</p>	Share a photo of you as a youth athlete.


TUESDAY, TRAINING DAY

SUGGESTED POSTS

#NationalYouthSportsWeek October 2-7, 2023			
Date	Channel	Suggested Post	Image/ Link
Tuesday Oct. 3 Training Day	Twitter	It's #TrainingDay at #NationalYouthSportsWeek! Today, we empower coaches, parents, and athletes with valuable insights and knowledge. Join us in shaping the future of youth sports! Explore training resources at https://bit.ly/3CRVLAe . Let's grow together!	
Tuesday Oct. 3 Training Day	Facebook Instagram	Today is #TrainingDay, a day to elevate the excellence of youth sports! Join us in empowering coaches, parents, and participants with knowledge and insights that will shape the future of youth sports. Explore resources at https://bit.ly/3CRVLAe . #NationalYouthSportsWeek.	
Date	Channel	Suggested Promotional Post Promoting Your Training	Image/ Link
Tuesday Oct. 3 Training Day	Facebook	Exciting News! Today, we're gearing up for fantastic training sessions to empower coaches. Our team has created a unique program to hone skills, build character, and foster a lifelong love for sports. Here's a sneak peek at what we're doing at [insert Your Organization Name]: [e.g., insert training Skill Development, Injury Prevention, Social & Emotional Wellness]. We're committed to nurturing the next generation of champions and leaders. #TrainingDay #NationalYouthSportsWeek.	




WEDNESDAY, JERSEY DAY

SUGGESTED POSTS

#NationalYouthSportsWeek October 2-7, 2023			
Date	Channel	Suggested Post	Image/ Link
Wed. Oct. 4 Jersey Day	Twitter	It's #JerseyDay sports fans! Show your team spirit by rocking your favorite jersey today. Whether it's your cherished football, soccer, or basketball jersey, let's unite in the name of sports! Share your jersey pics with #JerseyDay and let the game begin! #NationalYouthSportsWeek	
Wed. Oct. 4 Jersey Day	Facebook Instagram	Hey there, sports enthusiasts! It's #JerseyDay, and we're all set to celebrate the love of the game. Whether you're repping your favorite football, soccer, or basketball team, let's wear those jerseys with pride today! Show off your team spirit by sharing a photo in your jersey in the comments below. Tell us which team you're supporting and your fondest sports memory associated with that jersey. Let's fill this post with the colors of our favorite teams! Let the games begin! #NationalYouthSportsWeek	
Date	Channel	Suggested Promotional Post Promoting Your Jersey Day Activities	Image/ Link
Wed. Oct. 4 Jersey Day	Twitter Facebook Instagram	We stand with youth sports! Sporting our jerseys with pride on #JerseyDay to celebrate the incredible impact of sports on young athletes. Join us in showing your support! #NationalYouthSportsWeek	Include a picture of your team in their favorite jerseys or spirit wear (or in "team" colors)


THURSDAY, SAFETY DAY

SUGGESTED POSTS

#NationalYouthSportsWeek October 2-7, 2023			
Date	Channel	Suggested Post	Image/ Link
Thursday Oct. 5 Safety Day	Twitter	<p>Exciting news! It's #Safety Day, and we're making strides for a safer future. Join us on a safety webinar at 1 PM EST today to gain insights from experts.</p> <p>Register at https://hopin.com/events/protecting-the-future-of-youth-sports-webinar-a26fa817-6063-42f8-8bc9-0324665859df/registration.</p> <p>#NationalYouthSportsWeek</p>	
Thursday Oct. 5 Safety Day	Facebook	<p>How are you contributing to the safety of youth athletes? Share your ideas below! Tune into the SportsEngine and National Center for Safety Initiatives webinar for additional thoughts. Register at https://hopin.com/events/protecting-the-future-of-youth-sports-webinar-a26fa817-6063-42f8-8bc9-0324665859df/registration</p> <p>Together, we can make a difference.</p> <p>#SafetyDay #NationalYouthSportsWeek</p>	
Thursday Oct. 5 Safety Day	Facebook Instagram	<p>How is your organization contributing to the safety of young athletes? Share your success stories and insights, and don't forget to provide links to the valuable resources on your website! Let's inspire each other and learn together. Don't forget to use the hashtags #SafetyDay and #NationalYouthSportsWeek.</p>	



THURSDAY, SAFETY DAY

SUGGESTED POSTS, CONTINUED

Date	Channel	Suggested Promotional Post Promote Your Safety Activities	Image/ Link
<p>Thursday Oct. 5</p> <p>Safety Day</p>	<p>Facebook Instagram</p>	<p>It's #SafetyDay! At [Your Organization Name], our commitment to the safety of youth athletes is unwavering.</p> <p>One of the practices we're proud of is [fill in the practice or policy].</p> <p>We believe in the power of knowledge sharing. By providing these stories and insights, we hope to inspire positive change and encourage a collective effort toward the safety of youth athletes.</p> <p>Join the conversation and let us know your thoughts. Feel free to explore our resources on our website:</p> <p>[Link to Your Website Resources].</p> <p>#NationalYouthSportsWeek</p>	


FRIDAY, NATIONAL COACHES DAY

SUGGESTED POSTS

#NationalYouthSportsWeek October 2-7, 2023			
Date	Channel	Suggested Post	Image/ Link
Friday Oct. 6 National Coaches Day	Twitter	<p>Today, we celebrate the unsung heroes who mold champions on and off the field. Share a photo, tag your favorite coach and share your gratitude for their dedication and mentorship. Let's honor the coaches who inspire greatness! #NationalCoachesDay #NationalYouthSportsWeek</p>	
Friday Oct. 6 National Coaches Day	Facebook Instagram	<p>Who's that coach who's had a lasting impact on your life or your youth athlete's life? On #NationalCoachesDay, we're celebrating those incredible mentors who've inspired us to reach for the stars, taught us valuable life lessons, and cheered us on through every victory and setback.</p> <p>#NationalCoachesDay #NationalYouthSportsWeek</p>	
		<p>Please take a moment to honor your favorite coach by tagging them and sharing your appreciation in the comments below. Let's fill this post with stories of gratitude and inspiration! #NationalCoachesDay #NationalYouthSportsWeek</p>	
		<p>Happy #NationalCoachesDay! Today, we celebrate the incredible coaches who inspire, motivate, and lead our athletes to greatness. Their dedication and guidance shape not only champions but also outstanding individuals.</p> <p>Join us in expressing our gratitude to all the coaches who've positively impacted our lives. Tag your favorite coach and share your appreciation in the comments below. Let's spread the love and honor these coaching heroes! #NationalYouthSportsWeek</p>	




FRIDAY, NATIONAL COACHES DAY

SUGGESTED POSTS, CONTINUED

Date	Channel	Suggested Promotional Post Celebrating Your Coaches	Image/ Link
<p>Friday Oct. 6</p> <p>National Coaches Day</p>	<p>Facebook</p>	<p>Join us in celebrating #NationalCoachesDay! We want to give a special shout out to our amazing coach, [Coach's Name]! Thank you for your dedication, guidance, and the countless lives you've impacted.</p> <p>Now, it's your turn to honor your favorite coach. Please share a photo or tag them below and share your appreciation for their incredible work! #NationalYouthSportsWeek</p>	
		<p>Today, on #NationalCoachesDay, we want to spotlight the exceptional coaches who make a difference in the lives of young athletes every day.</p> <p>[Organization Name] is proud to honor [Coach's Name], a true coaching hero, for their dedication, mentorship, and passion for the game.</p> <p>Join us in showing our appreciation for [Coach's Name] in the comments below. Please share your favorite memory or their impact on you or your child's journey. Let's celebrate our amazing coaches!</p>	



FRIDAY, NATIONAL COACHES DAY

SUGGESTED POSTS, CONTINUED

Date	Channel	Suggested Promotional Post Coach's Reflection	Image/ Link
<p>Friday Oct. 6</p> <p>National Coaches Day</p>	<p>Twitter Facebook Instagram</p>	<p>On #NationalCoachesDay, I reflect on the incredible journey of coaching young athletes. I've had the privilege of guiding numerous talented athletes through the ups and downs of sports. Today, I want to share what success means to me as a coach.</p> <p><i>[Add Coach's Authentic Message Here]</i></p>	
		<p>To all my fellow coaches, let's continue to be the mentors, motivators, and role models our young athletes need. Our impact reaches far beyond the field. Here's to celebrating my fellow coaches during #NationalYouthSportsWeek!</p> <p><i>[Optional: Upload a 30-60 message in place of a written post]</i></p>	
<p>Friday Oct. 6</p> <p>National Coaches Day</p>	<p>Twitter</p>	<p>My message to youth athletes during #NationalYouthSportsWeek is [fill in your message here – e.g., - remember the journey in sports isn't just about winning games, it's winning at life. Embrace every challenge, cherish every victory and learn from every setback. Keep believing in yourself!] #NationalCoachesDay</p>	
<p>Friday Oct. 6</p> <p>National Coaches Day</p>	<p>Twitter</p>	<p>My message to coaches during #NationalYouthSportsWeek is [fill in your message here – e.g., - let's keep mentoring, motivating and being role models. Our impact extends far beyond the field. Here's to celebrating my coaching peers on #NationalCoachesDay</p>	

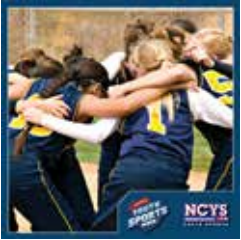
SATURDAY, PLAY DAY

SUGGESTED POSTS

#NationalYouthSportsWeek October 2-7, 2023			
Date	Channel	Suggested Post	Image/ Link
Saturday Oct. 7 Play Day	Twitter	<p>It's #PlayDay! It doesn't always have to be organized. Get outside with your children and play catch, go to the park, or ride a bike. We'd love to see photos of your family at play.</p> <p>#NationalYouthSportsWeek</p>	
		<p>Let the games begin! It's #PlayDay, a day dedicated to fun, games, and active play. Gather your friends, family, and teammates for a day of laughter and enjoyment.</p> <p>#NationalYouthSportsWeek</p>	
Saturday Oct. 7 Play Day	Facebook Instagram	<p>Hey there, awesome parents!</p> <p>Not everyone is into organized sports, but you can still have a blast with your little ones on #PlayDay! Whether it's a game of tag in the backyard, a family bike ride, or a picnic in the park, today is all about being active and having fun together. Here are a few ideas to make today memorable:</p> <ul style="list-style-type: none"> • Explore a local park. • Go for a bike ride. • Play frisbee or catch in your backyard. • Get creative with sidewalk chalk and draw a hopscotch or four-square game. <p>Remember, it's about creating beautiful memories with your young people. Share your adventures with us and use the hashtag #PlayDay to join the celebration! Let's make today a day filled with laughter, love, and active family fun.</p>	

SATURDAY, PLAY DAY

SUGGESTED POSTS, CONTINUED

Date	Channel	Suggested Promotional Post Promoting Your Play Day Activities	Image/ Link
<p>Saturday Oct. 7 Play Day</p>	<p>Twitter Facebook Instagram</p>	<p>We're turning #PlayDay into a PLAY-MAZING event! We are having fun with [Include your organization's activities here, e.g., a tournament, practice, clinic, fun day], and endless fun. We're making this Play Day unforgettable! #NationalYouthSportsWeek</p>	
		<p>Today is #PlayDay and we're thrilled to share our exciting activities for today! We're getting together for [list your organization's activity]. Remember to share your experiences with us. Let's get active and have a blast! #NationalYouthSportsWeek</p>	

SAMPLE RELEASE

Empowering Youth Through Sports: [Your Organization] Joins Forces with NCYS for National Youth Sports Week 2023

(Your City, State) – (Date) – [Your Organization] is thrilled to announce its collaboration with the National Council of Youth Sports (NCYS) in commemorating National Youth Sports Week 2023. We firmly believe that every young person should be able to engage in sports within an environment that champions diversity, equity, inclusivity, support, and safety.

“At the heart of National Youth Sports Week lies an unparalleled initiative to unite our nation, promote increased youth participation in physical activities, and raise awareness about the myriad benefits of youth sports in fostering a healthier society,” said Wayne B. Moss, Executive Director, NCYS. “Ensuring the safety and well-being of young individuals is paramount to the youth sports experience.”

[Your Organization] shares the vision of the transformative power of play and the collective responsibility of safeguarding youth. It is with great pride and enthusiasm that we join forces with NCYS and youth sports organizations nationwide to celebrate National Youth Sports Week from October 2-7, 2023.

“[Quote from your organization’s designated representative].”

Committed to promoting unity, growth, and celebration, [Your Organization] and NCYS aim to spotlight the positive impact of youth sports, empower young athletes, and advocate for safe and inclusive sports environments throughout this week-long event. We extend a warm invitation to all who share our dedication to young athletes to join us in celebrating this occasion:

- Monday, October 2nd:** [Opening Day](#)
- Tuesday, October 3rd:** [Training Day](#)
- Wednesday, October 4th:** [Jersey Day](#)
- Thursday, October 5th:** [Safety Day](#)
- Friday, October 6th:** [National Coaches Day](#)
- Saturday, October 7th:** [Play Day](#)

Join us in marking National Youth Sports Week 2023 and become a part of a movement that ignites passion, transforms lives, and unites communities through the influential force of youth sports. Together, we can shape a brighter future where every young person can thrive and flourish through sports participation.

About National Council of Youth Sports (NCYS)

The mission of NCYS is to enhance the safety and quality of all youth sports organizations through the curation and dissemination of credible resources. NCYS members encompass many influential figures in the youth sports industry, including national community-based organizations, local unaffiliated community-based organizations, National Governing Bodies, Parks & Recreation Departments, and Destination Marketing Organizations. NCYS member organizations collectively serve approximately 60 million youth registered in organized sports programs across every state and U.S. Territory. Learn more at NCYS Website.

About [Your Organization]

(Include a brief description of your organization’s mission. Include your website address.)

For media inquiries, please contact:

(Your Organization’s Representative)

(Email Address)

(Phone Number)

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