



# Your Mascot: Back to Basics and Beyond



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## Scratch Socials



### Why a mascot?

Why are mascots important?

<ul style="list-style-type: none"> <li>● Icons of your school/community spirit</li> <li>● Center of the “rallying point”</li> <li>● Goodwill ambassador for the school/community</li> <li>● Create or continue school/community traditions</li> </ul>	<ul style="list-style-type: none"> <li>● Mirror the feelings of the fans through characterization and improvisation</li> <li>● Personify your athletic program</li> <li>● Boost merchandise sales and promotion</li> <li>● Amuse/entertain children, students, adults...everyone!</li> </ul>
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**Who is your mascot? Discuss it!**



### Suit Care:

Before event	During event	After event
<ul style="list-style-type: none"> <li>● Fix tears right away</li> <li>● Human elements are to be covered</li> <li>● Count mascot body parts</li> <li>● Brush</li> </ul>	<ul style="list-style-type: none"> <li>● Brush</li> <li>● Body to be photo ready</li> <li>● Wardrobe check</li> <li>● Use a tarp or truck bed to rest costume during breaks to keep it clean</li> </ul>	<ul style="list-style-type: none"> <li>● Hang up suit</li> <li>● Fan dry on days with multiple events</li> <li>● Launder gently with mild, low-perfume, shampoo; air-dry then brush out</li> <li>● Protect from sun</li> <li>● Dryer sheets and disinfectant</li> </ul>

### Shadow/Handler

- *Role:* Anticipate action, guide action, help pose for photos, communicate breaks, control time in suit, track time length of breaks, pep-talk to keep motivated
- *Etiquette:* Keep 20 feet distance from character, carry props

- *Team uniform*: Identification, look official, be in the background
- *Bag*: Brush, safety-pins, water, towel

### Physical training of mascots and building stamina

- **Stay in shape**
- **Food/ Drinks**
  - 2-3 days before an event: **HYDRATE!**
    - Gatorade or electrolyte water is best
  - Day of the event: Salty nuts & pretzels a few hours
- **Build Stamina**
  - Start with 15 min. in the suit, then 20 min. out
  - Move to 30 in/15 out, then to 45 in/15 out
- **HYDRATE!!** Mascot operators sweat out of every pore of their bodies!

### ASB support

If mascot operations are a part of ASB...

- **Dedicate one commission/team to mascot operations**
  - Keep a minimal rotation of team members
    - Large enough to lighten the workload
    - Small enough to ensure ownership of mascot operation
    - 7 members ideal
  - Hold auditions
    - Within ASB or school wide
    - Look for committed team members and a team leader
      - both require LOTS of heart and enthusiasm for your mascot and for your school
    - Face-to-face interview portion of audition
    - In-suit portion of audition
      - dance to various songs
      - recreate scenarios
    - Include mascot in as many ASB activities as possible
    - Mascot commissioner/team leader must actively look for ways to include mascot on campus and in the community
    - Work with others in student leadership on campus
      - in ASB
      - campus club leaders
      - athletic team captains
- **Financial Support**
  - Include a mascot operations line item into ASB budget
    - Create an expense account
  - Open a club/trust account for mascot team
    - Accept donations and fundraise
  - Keep brand-purity in mind
    - No sponsors' labels
    - No political stance

- **Social Media Presence... HAVE ONE!**
  - Instagram, Twitter, Facebook, etc.
    - Pics of appearances
    - Announcements of upcoming appearances
  
- **If mascot operations NOT part of ASB...**
  - Create a mascot club
    - ***MUST*** have a hands-on advisor!
      - care and maintenance of expensive suit(s), props, etc.
      - schedule coordination with ASB, athletic department, admin, local community, local media outlets, etc.
      - behavior/performance expectations for your mascot
      - budget oversight
  - **Just like an ASB-run mascot team...**
    - Keep a minimal rotation of team members
      - large enough to lighten the workload
      - small enough to ensure ownership of mascot operation
      - 7 members ideal
    - Hold auditions
      - school wide
      - look for committed team members and a team leader
        - Both require LOTS of heart and enthusiasm for your mascot and for your school
      - face-to-face interview portion of audition
      - in-suit portion of audition
        - dance to various songs
        - recreate scenarios
    - Include mascot in as many school and community activities as possible
    - Be sure your mascot team leader is actively looking for ways to include mascot on campus and in the community
  
- **Financial Support**
  - Open a club/trust account for mascot team
    - Accept donations/fundraise
  - Ask ASB to Include a mascot operations line item into the ASB budget (expense account)
  - Keep brand-purity in mind
    - No sponsors' labels
    - No political stance
  
- **Social Media Presence... HAVE ONE!**
  - Instagram, Twitter, Facebook... *DO IT!*
    - Pictures/ videos of appearances
    - Announcements of upcoming appearances

## How do you get your mascot out there?

<b>Professional Appearances</b>	<b>School Appearances</b>	<b>Place mascot images/logos</b>
<ul style="list-style-type: none"><li>● Attend local events with pro/collegiate mascots<ul style="list-style-type: none"><li>- Invite pro/collegiate mascots to <i>your</i> home football games</li></ul></li><li>● Local professional teams</li><li>● Grand-openings</li><li>● Community events</li><li>● Birthdays</li><li>● Parades</li></ul>	<ul style="list-style-type: none"><li>● Surprise appearances in classrooms</li><li>● Sitting on the sign at school entrance the morning before a big game</li><li>● Lunchtime walk-around</li><li>● Assemblies/ Prep Rallies</li><li>● School events/ Athletic games</li></ul>	<ul style="list-style-type: none"><li>● Posters/ Flyers</li><li>● Vending machine enclosures</li><li>● Curriculum documents/Stamps</li><li>● Entrance to stadium/ Library/ Parking-lot</li><li>● T-shirts/ Tattoos/ Baseball caps/All types of gear</li></ul>



**Your own thoughts! Where will your mascot be?**



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