Why a mascot?

Why are mascots important?

- Icons of your school/community spirit
- Center of the “rallying point”
- Goodwill ambassador for the school/community
- Create or continue school/community traditions
- Mirror the feelings of the fans through characterization and improvisation
- Personify your athletic program
- Boost merchandise sales and promotion
- Amuse/entertain children, students, adults...everyone!

Who is your mascot? Discuss it!

Suit Care:

**Before event**
- Fix tears right away
- Human elements are to be covered
- Count mascot body parts
- Brush

**During event**
- Brush
- Body to be photo ready
- Wardrobe check
- Use a tarp or truck bed to rest costume during breaks to keep it clean

**After event**
- Hang up suit
- Fan dry on days with multiple events
- Launder gently with mild, low-perfume shampoo; air-dry then brush out
- Protect from sun
- Dryer sheets and disinfectant

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?

<table>
<thead>
<tr>
<th>Professional Appearances</th>
<th>School Appearances</th>
<th>Place mascot images/logos</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Attend local events with pro/collegiate mascots</td>
<td>● Surprise appearances in classrooms</td>
<td>● Posters/ Flyers</td>
</tr>
<tr>
<td>○ Invite pro/collegiate mascots to your home football games</td>
<td>● Sitting on the sign at school entrance the morning before a big game</td>
<td>● Vending machine enclosures</td>
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<tr>
<td>● Local professional teams</td>
<td>● Lunchtime walk-around</td>
<td>● Curriculum documents/ Stamps</td>
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<td>● Grand-openings</td>
<td>● Assemblies/ Prep Rallies</td>
<td>● Entrance to stadium/ Library/ Parking-lot</td>
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<tr>
<td>● Community events</td>
<td>● School events/ Athletic games</td>
<td>● T-shirts/ Tattoos/ Baseball caps/ All types of gear</td>
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<td>● Birthdays</td>
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<td>● Parades</td>
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Your own thoughts! Where will your mascot be?

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