



Your Mascot: Back to Basics and Beyond



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Scratch Socials



Why a mascot?

Why are mascots important?

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| <ul style="list-style-type: none"> ● Icons of your school/community spirit ● Center of the “rallying point” ● Goodwill ambassador for the school/community ● Create or continue school/community traditions | <ul style="list-style-type: none"> ● 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! |
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Who is your mascot? Discuss it!



Suit Care:

| Before event | During event | After event |
|--|---|---|
| <ul style="list-style-type: none"> ● Fix tears right away ● Human elements are to be covered ● Count mascot body parts ● Brush | <ul style="list-style-type: none"> ● Brush ● Body to be photo ready ● Wardrobe check ● Use a tarp or truck bed to rest costume during breaks to keep it clean | <ul style="list-style-type: none"> ● 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 the suit, track time length of breaks, pep-talk to keep motivated
- *Etiquette:* Keep 20 feet distance from the 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 before
 - This helps students to drink more water
- **Build Stamina**
 - Boot Camps
 - Perform for gradually longer lengths of time
 - Start with 15 minutes in the suit, then 20 minutes out
 - Move to 30 in/15 out, then to 45 in/15 out

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 the audition
 - In-suit portion of the 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 the audition
 - In-suit portion of the 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?

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



Your own thoughts! Where will your mascot be?



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