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 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, the 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?

<table>
<thead>
<tr>
<th>Professional Appearances</th>
<th>School Appearances</th>
<th>Place mascot images/logos</th>
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</table>
| - Attend local events with pro/collegiate mascots  
  - Invite pro/collegiate mascots to your home football games  
  - Local professional teams  
  - Grand-openings  
  - Community events  
  - Birthdays  
  - Parades | - 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 | - 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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