



## Promotion Tips and Guidelines

Organizations may promote their events for the intended audience as specified in the Speaking Agreement. Permission is NOT granted for promotions beyond these stated audiences.

Schuyler's Tour Flyer, 100-word Bio, Short Bio and Introduction may be used in whole or part in promotional materials. You may also create your own materials as long as they are substantively consistent with these messages.

All materials and/or media components created or distributed by Schuyler Bailar or Pinkmantaray, LLC are the property of Pinkmantaray, LLC.

Schuyler's presentation materials are NOT for public distribution.

### Key promotional statements

Schuyler is the first transgender NCAA D1 men's athlete.

Schuyler is the first trans athlete to compete for Harvard University and the Ivy League.

Schuyler is the first trans athlete to compete in a USA Swimming qualifying meet.

Schuyler is Georgetown Day School, Class of 2014 & Harvard University, Class of 2019.

### Sample Promo Blurbs

The first transgender athlete to compete in *any sport* on an NCAA D1 men's team

The first transgender NCAA D1 men's athlete

### Event announcement sample (social media, community calendars, etc)

Schuyler Bailar, internationally renowned inspirational speaker and inclusion advocate is coming to CAMPUS on DATE at TIME at LOCATION.

As seen on [The Ellen Show](#) and [The Olympic Channel](#), Schuyler will tell his groundbreaking journey as the first transgender athlete to compete on an NCAA D1 men's team in an engaging and uplifting presentation and discussion.

Contact CONTACT for more information.

### Key Promotion Outlets

A google search of the following organizations can be very effective in finding the right contacts – but a direct contact is even better, of course:

- K-12 public/private schools PTAs, Guidance counselors and event coordinators
- Newspaper event calendar
- Radio event calendar
- Museums, LGBTQ centers events coordinator
- Colleges and University diversity offices and LGBTQ groups