

Marketing Strategy

**Pullman High School
Athletic Training Program**





Jaimie Haramoto

Learning how to build awareness around a program and how essential athletic trainers are in keeping student-athletes safe, supported, and able to perform their best both on and off the field.



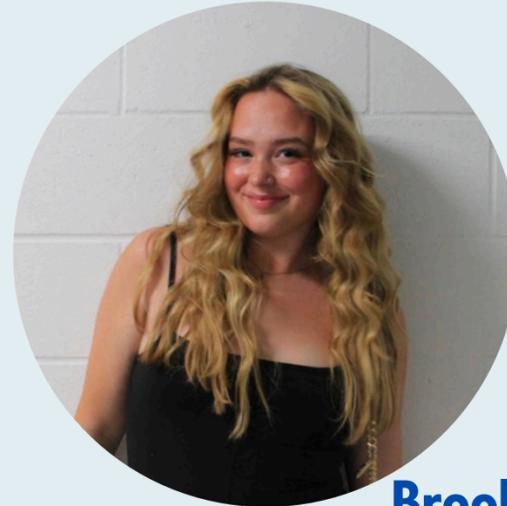
Team Members



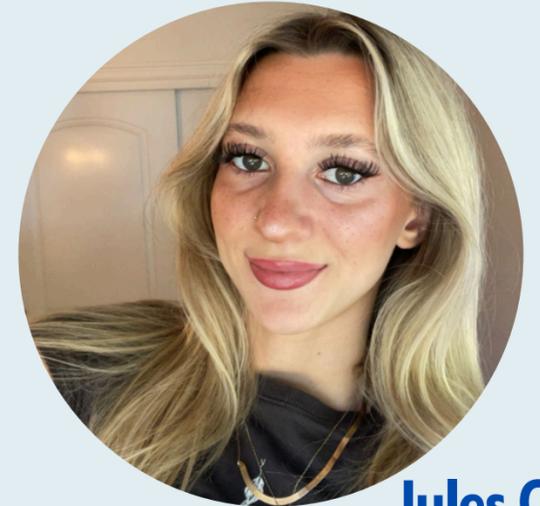
Hannah Tolf



Nisaiah Allen



Brooke Byers



Jules Glenn



Camryn Hermsmeyer



Hadynn McCormick



PULLMAN
athletic training

PULLMAN
athletic training
PROGRAM

FONTS

Aa

Klein Condensed

Aa

Holiday

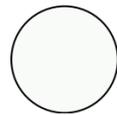
Aa

Klein

COLOR PALETTE



#e2edf1



#f8fbf8



#6e7075



#95b5db



#004aad

Branding Guide

Created a clear **Style Guide** for promotional branding.

Applied colors from the logo

New Pullman Athletics Logo featuring:
3 different, interchangeable fonts
5 interchangeable colors
3 quick interchangeable logos



Thank You Postcard



Postcard, Email, Newsletter Insert

Thank You Email

SUBJECT:

Thank You for Supporting the Pullman Regional Hospital Athletic Training Program

EMAIL:

Dear [Donor/Contributor Name],

On behalf of Pullman Regional Hospital and our Athletic Training Program, we would like to extend our heartfelt thanks for your generous contribution and for attending the [event]. Your support plays a vital role in helping us provide exceptional care and injury prevention services to student athletes throughout our community.

Because [donors or contributors] like you, our athletic trainers can continue to make a meaningful difference – promoting health, safety, and performance for the athletes. Your generosity helps us invest in advanced equipment, continuing education, and outreach initiatives that strengthen the well-being of our community's youth.

We are deeply grateful for your partnership and commitment to the health of our communities' athletes. Thank you for being an essential part of our mission.

Warm regards,

Linda Infranco

Executive Director

Pullman Regional Hospital Athletic Training Program

Linda.infranco@pullmanregional.org (509) 332-2043

Newsletter Insert

On the Sidelines & In the Game

How Athletic Training Supports Pullman High Athletes

Keeping Athletes Safe Every Day

At Pullman High School, sports are about teamwork, growth, and community pride. Behind every practice and game, certified athletic trainers from Pullman Regional Hospital provide on-site care to keep student-athletes healthy and safe. Trainers respond immediately to injuries, guide rehabilitation, and help athletes return to play with confidence.

The Pullman High Advantage

- Certified athletic trainer on-site at practices and games
- Immediate injury assessment and care
- Lower healthcare costs for families
- Structured return-to-play planning
- Safe, supportive sports environment for every athlete

This program removes barriers so students can participate with confidence and parents can feel reassured their child is cared for.

Why Your Support Matters

The Regional High School Athletic Training Program is funded by community generosity. Donations ensure trainers, supplies, and care remain accessible for all Pullman High athletes – at no cost to families.

Your contribution keeps our programs strong, safe, and sustainable for the next generation of Greyhounds.

Support the Program

Join us in keeping student-athletes healthy.

Donate here:

<https://www.pullmanregional.org/how-to-help/foundation/athletic-training-program>

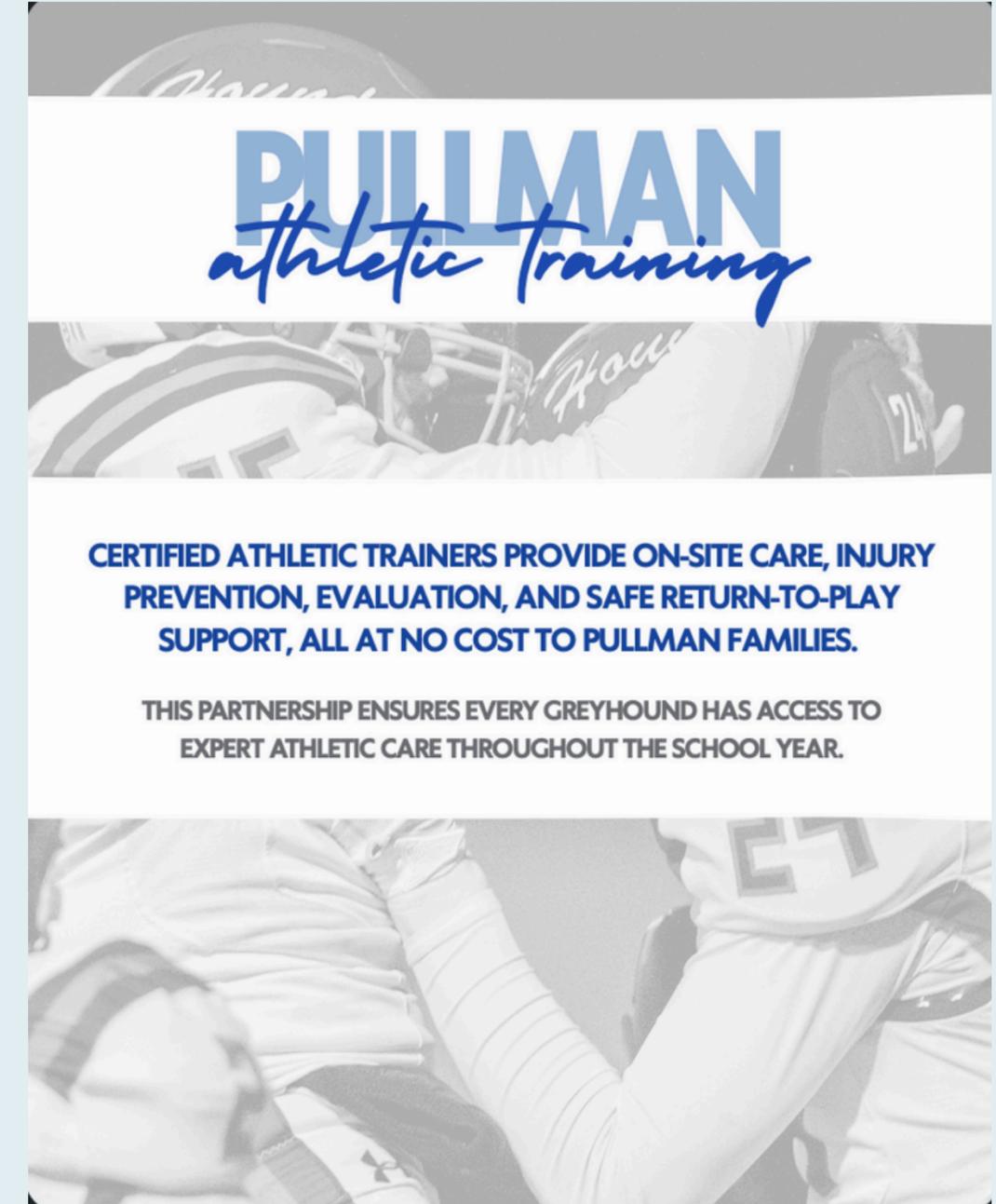
Social Posts



**Pullman High School
Athletic Trainer**



**Jaimie Haramoto,
MS, LAT, ATC**



Social Media Reel Idea “Why This Program Matters”

Concept: Sports footage + quotes from student-athletes or coaches

.

Shots:

- Athletes practicing
- Coaches watching
- High-fives, huddles, game moments
- PT doing evaluations

Overlay Quotes:

- “They keep us healthy.”
- “They’re the first ones there when something goes wrong.”
- “They make sure we can keep playing the sport we love.”

Final Slide:

“Help keep this program thriving.”

Donate • Volunteer • Share

(pullmanregional.org/athletic-training-program)

Instagram Post



prhatplocal

Pullman athletes are out there playing the game they love—help keep them safe, strong, and in the game. Pullman Regional Hospital's Athletic Training Program is dedicated to protecting and supporting our local players. Support our program by attending events, subscribing to our newsletter, or participating in our upcoming clinics.

Twitter Post





**Pullman Regional Hospital
Athletic Training Program**

@prhatplocal

Pullman athletes deserve to play safe and stay healthy. Follow our story, share our impact, and help us grow stronger together—support the Athletic Training Program today!

[#PullmanStrong](#) [#InTheGame](#)

10/12/25, 1:10pm

Infographic

PULLMAN
Athletics

LEARN MORE ABOUT THE ATHLETIC TRAINING PROGRAM!

PROGRAM INSIGHTS	CLICK HERE TO SEE WHAT OUR PROGRAM IS ALL ABOUT!
MEET OUR ATHLETIC TRAINER	MEET OUR ATHLETIC TRAINER, JAMIE HARAMOTO, MS, LAT, ATC!
DONATE HERE:	CLICK HERE TO DONATE TO OUR PROGRAM AND CONTINUE MAKING A POSITIVE DIFFERENCE IN OUR ATHLETES LIVES!

Fact Sheet

PULLMAN
athletic training

WHO IS THE PULLMAN ATHLETIC TRAINING PROGRAM?
In partnership with Pullman Regional Hospital & other local schools, our program supplies Certified Athletic Trainers who provide injury prevention, on-site care, rehab, and return-to-play support at no cost to families.

WHAT DO WE DO?
Athletic trainers are available year-round during practices, games, and athletic events and our program operates under multi-year agreements with schools for consistency and continuity.

AVAILABLE SERVICES:

- Concussion baseline testing & injury triage
- Treatment & rehab plans
- Game/practice coverage
- Referrals to orthopedic specialists

HOW DOES PHSATP ENSURE CARE?
Funded through the Pullman Regional Hospital Foundation and community donors, the program has delivered more than \$1.39 million in services since its start.

WHY PHSATP?
The program exists to keep student athletes safe, healthy, and active.

The foundation exists via generous supports from donors like you!

For more information or to donate, contact the Pullman Regional Hospital Foundation at (509) 332-2043 or visit pullmanregional.org

It reduces unnecessary ER visits, saves families money, improves recovery times, and fosters stronger collaboration between schools, families, and medical providers.

Promotional Products



Rally Towel

Utilized the Same Branding

Added "Proud Supporter of" to top

Sponsorship Patch

Also Available for Stickers, Car Decals & Tees



Winter Fleece



Rain Slicker



T-Shirt



PULLMAN
athletic training
PROGRAM



Pathways to a healthy future

PULLMAN
Athletics



JOIN PULLMAN REGIONAL HOSPITAL & PHS ATHLETIC TRAINING PROGRAM
IN KEEPING ATHLETES SAFE AND HEALTHY

EMPOWERING OUR STUDENT-ATHLETES THROUGH THE REGIONAL HIGH SCHOOL ATHLETIC TRAINING PROGRAM, SUPPORTED BY PULLMAN REGIONAL HOSPITAL, STUDENT-ATHLETES ACROSS OUR COMMUNITY INCLUDING THOSE AT PULLMAN HIGH SCHOOL RECEIVE EXPERT ON-SITE CARE FOCUSED ON INJURY PREVENTION, PERFORMANCE, AND RECOVERY.

OUR CERTIFIED ATHLETIC TRAINERS COLLABORATE CLOSELY WITH COACHES, PARENTS, AND HEALTHCARE PROFESSIONALS TO KEEP ATHLETES

DONATE TODAY

YOUR DONATION

MAKES A DIFFERENCE



HEALTHY, SAFE, AND PERFORMING AT THEIR BEST.

HOW YOU CAN HELP

YOUR SUPPORT KEEPS THIS PROGRAM THRIVING!

DONATE, VOLUNTEER, OR SPREAD THE WORD TO ENSURE EVERY STUDENT-ATHLETE RECEIVES THE BEST CARE POSSIBLE.

LEARN MORE OR GIVE TODAY:

[PULLMANREGIONAL.ORG/ATHLETIC-TRAINING-PROGRAM](https://pullmanregional.org/athletic-training-program)

Learn more & support: pullmanregional.org/athletic-training

Banners



PULLMAN
athletic training
PROGRAM

**KEEPING ATHLETES SAFE.
STRONG. PREPARED.**

**Pullman High School Athletic Training Program,
in partnership with Pullman Regional Hospital**

- Injury prevention
- Performance care
- Recovery support



Your Support Matters!

Donate • Volunteer • Share

pullmanregional.org/athletic-training-program

5th Quarter Rally

PULLMAN REGIONAL HOSPITAL

5th Quarter Rally

STRENGTHEN COMMUNITY CONNECTION



SUPPORT
Athletic Trainers

5:00 PM
Aug. 22, 2025

PULLMAN HIGH SCHOOL
123 ANYWHERE ST., ANY CITY, ST 12345

LEARN MORE AT [HTTPS://WWW.PULLMANREGIONAL.ORG/HOW-TO-HELP/FOUNDATION/ATHLETIC-TRAINING-PROGRAM](https://www.pullmanregional.org/how-to-help/foundation/athletic-training-program)

Reflections

- **LEARNED THE IMPORTANCE OF CLEAR, EMOTIONALLY ENGAGING MESSAGING**
- **GAINED SKILLS IN TAILORING CONTENT TO HIGHLIGHT COMMUNITY IMPACT, SPECIFICALLY HOW THE PROGRAM KEEPS STUDENT-ATHLETES SAFE AND HEALTHY WHILE REMAINING CONCISE AND PROFESSIONAL.**
- **DEVELOPED STRONGER ABILITIES IN CREATING CONSISTENT BRANDING ACROSS MULTIPLE SOCIAL POSTS.**
- **LEARNED TO USE PROMOTIONAL PRODUCTS STRATEGICALLY TO REINFORCE THE CAMPAIGN MESSAGE AND EXTEND VISIBILITY BEYOND DIGITAL PLATFORMS.**
- **THE OVERALL COHESIVENESS OF THE PROJECT.**
- **HOW THE SOCIAL POSTS, MESSAGING, AND PROMOTIONAL PRODUCT WORKED TOGETHER TO TELL A STORY OF SAFETY, SUPPORT, AND COMMUNITY INVESTMENT.**
- **SEEING ALL THE COMPONENTS COME TOGETHER INTO A REAL, INTENTIONAL MARKETING STRATEGY THAT SHOWED THE VALUE OF BOTH STRONG COPYWRITING AND THOUGHTFUL BRANDED MATERIALS.**



Thank you!