

LAUNCH YOUR SQUAD

YOUR ROLE

Creative Designer / Brand + Marketing

Name it. Brand it. Launch the campaign.

HADO is for every kind of student: athletes, artists, gamers, performers. The best squads are built from the right mix. Use the HADO Resource Kit to build your squad's identity, then launch a social media post that makes every kind of student want in.



3 QUESTIONS

IDENTITY SHEET

1 SOCIAL MEDIA POST

IMAGE OR VIDEO

1 GUEST STAR

FROM ANOTHER CREW

01 / START ON PAPER

NAME IT FIRST

Every team has an identity before it ever plays a HADO game. Answer these three questions before you open any design tool.

1 The name

What's your squad called and why does it fit a HADO team?

2 The one-liner

What is your squad about? Just one sentence, like you're telling a friend.

3 The recruits

Name two kinds of students you want to reach, like a dancer or a football star. What makes each say yes?

Tip: Use the **Squad Identity** handout.

These three answers shape everything you post. Don't skip them.

02 / MAKE THE CAMPAIGN

BUILD THE POST

Photo, graphic, reel, or short video. Use any tool you like. Your social media post needs all four things:

1 Name + visual identity

Your logo, colors, and one consistent look across the whole post.

2 A hook

The first line or first second that stops the scroll.

3 A guest star

A friend from drama, dance, or football who appears in your post.

4 A call to action

Where does an interested student go next?

ONE SQUAD. EVERY KIND OF KID.

A different reason to join for each crowd.

NEXT UP / REMIX YOUR POST



REMIX A / THE PERFORMERS

STAGE CREW CUT

Remake your post for different audiences: drama, dance, and music students.

Show HADO as a performance: big moves, big reactions, the moment the crowd goes wild.

Swap your hook so it speaks their language, like "Your next stage has a scoreboard."

REMIX B / THE ATHLETES

GAME DAY CUT

Remake your post for students who already play a sport.

Show HADO as competition: speed, strategy, and a team counting on you.

Swap your hook so it speaks their language, like "Think you're fast? Prove it."

BEFORE YOU SUBMIT

IS YOUR CAMPAIGN READY?

- ☐ My Squad Identity Sheet handout answers all three questions: the name, what we're about, and who we're trying to reach.
- ☐ My main post has our name, look, hook, guest star, and call to action, and my remix changes the hook for a new crowd.
- ☐ Everyone who appears in my post agreed to be in it.

YOUR ARTIFACTS & NEXT STEPS

Squad Identity Sheet + Main Post + One Remix

Scan the QR code to visit the HADO USA Contest Tracks website for additional resources and to learn more about next steps for submitting your artifacts.

HADO USA will provide next steps for bringing the full HADO USA Technology Sports Launch Challenge to your organization.



SCAN TO VISIT