



EVENT KIT

HERE YOU WILL FIND DOWNLOADABLE ITEMS, INCLUDING:

- Social Media Assets
- Event Invitation
- Activity Sheets for 17 Different Activities
- Scavenger Hunt Activity Sheet and In-Store Character Cards

PREPPING YOUR EVENT

Promotion and Social Media Strategy

Display your posters in a well-trafficked area and organize your invitations to either print and mail/hand out to prospective attendees or digitally send to Supa Fans. Put together a display of Dav Pilkey books in your window, store, library, or classroom, and hang window clings to get everyone excited to JOIN THE HERO PARTY.

Give yourself a social strategy to count down to the event, at least two weeks in advance, using your website and social media to promote your event. You can even consider issuing a challenge to participants or incentivizing a giveaway to generate excitement. As attendees JOIN THE HERO PARTY on the event day, make sure to take plenty of photos and videos that you can post to commemorate your accomplishments!

Suggested Social Posts

- Suit up for a supa adventure and JOIN THE HERO PARTY on [insert date and time] with all your Supa Buddies! #DOGMAN #DAVPILKEY #JOINTHEHEROPARTY
- JOIN THE HERO PARTY at a bookstore [library/classroom/etc.] near you! Grab your capes and suit up for the adventure on [date and time]. #DOGMAN #DAVPILKEY #JOINTHEHEROPARTY
- Put Big Jim on the Gram! Using the "Event Poster" from the provided social media assets, add your event details in the space below Big Jim and Dog Man. Post this image as a story to spread the word!

SUPERCHARGE YOUR HERO PARTY

Printing and Organizing Materials

A week before your event, make sure you've printed plenty of the included activities, you've organized your giveaways, and you've gathered all the art supplies you'll need such as pens, pencils, colored pencils, crayons, etc. A day or two prior to the party, arrange your space and move furniture as necessary for the flow of the event, and make sure you have plenty of volunteers on hand to help distribute resources. Once you have all the physical materials for the event activities, make your space even more fetch-ing with the following suggestions to enhance the atmosphere.

Atmosphere Enhancement

- Create a simple cityscape with construction paper or cardboard to construct skyscrapers, factories, and iconic landmarks such as Police Station, Cat Jail, Dog Man's House, and the Hospital. Use Kawaii stickers to make some of the buildings "cute" with wide eyes and smiles to foreshadow our foes in *Dog Man: Big Jim Begins*. Make sure your cityscape is in an unobstructed area so participants can use this as a backdrop for photos.
- Encourage staff to wear capes and eye masks and introduce their own Supa alter egos with name badges. Be creative with your new titles!
- Place audio speakers throughout the space and play Dog Man the Musical, or other royalty-free heroic music.
- Arrange your space as needed to allow for your selected activities to take place.



graphix

CelebrateDogMan.com

SCHOLASTIC

REPRODUCIBLE

DOG MAN art © Dav Pilkey. DOG MAN and related designs are trademarks and/or registered trademarks of Dav Pilkey. All rights reserved. SCHOLASTIC and associated logos are trademarks and/or registered trademarks of Scholastic Inc.