



# Mana

Mana Retreat Centre, Coromandel New Zealand

## Promoting Your Course at Mana Retreat Centre

We are excited to be partnering with you to promote a course here at Mana Retreat Centre.

Below, are some requests about the way you use the Mana brand, and some ideas about how to promote your course including the kind of printed and digital material you might create.

### How to use the Mana brand

When you refer to Mana Retreat Centre in a paragraph, we ask that you use the whole phrase 'Mana Retreat Centre', so it is clear who we are. **Our logo is available to download from our website.**

If you wish to add a brief paragraph about our Centre, you can use the following,

“Mana Retreat Centre is nestled in the luxuriant bush-covered hills of the Coromandel with views out over the sea and islands. The warm, welcoming, natural atmosphere supports individual learning and renewal. Fees include tuition, comfy shared accommodation with fresh linen, delicious vegetarian, mostly organic meals and the use of all the facilities: library, sauna, Tara Sanctuary, labyrinth, bush bath and bush walks. Mana is a drug- and alcohol-free zone.”

We also have a stock of images that you can use to promote Mana Retreat Centre, including the stunning image above that we often use in conjunction with our logo. **Please look at our website for downloads.**

## PROMO IDEAS

### ONLINE PROMOTION



An interactive low-resolution A4 pdf sent out by email or posted online (email addresses and website urls on your poster need to be 'live' so they can be clicked within the pdf).

### PRINT PROMOTION



A high resolution A4 or DLE pdf for print purposes (all images to be CMYK and 300 dpi). Commercial printing allows you to 'bleed' images off the sides of the page, allowing better use of the space, and a more contemporary feel.

### LOCAL PRESS



A good quality image of you or your participants in action will help make your story more news-worthy.

### ONLINE EVENT LISTINGS



Find a website in your chosen field (i.e. [www.yogatrade.com](http://www.yogatrade.com)) that will list your event for free.

### SOCIAL MEDIA



Post to Mana's Facebook or Instagram page or create your own.

### DIGITAL CONTENT



Create some digital content that Mana can share on your behalf (a print interview, a short video of no more than 5 minutes, photos or audio).