



EUROPEAN HANDBALL  
FEDERATION



# What Works Well In My Club?

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## Selka Eskişehir HSK (TURKEY)

Selka Eskişehir Handball Sports Club; was founded in 2016 in order to make our city recognized in the handball sports branch and to train players at national team level by raising the youth in the spirit of fair play. Today; our team reached to the aimed point in sportive meaning by promoting to the Turkey Super League in the first year and joining to European cups in the 2nd year and 3rd year.

On the other hand; in addition to the sportive achievements, our club has adopted a mission to introduce handball in our country and has taken important steps in this direction.

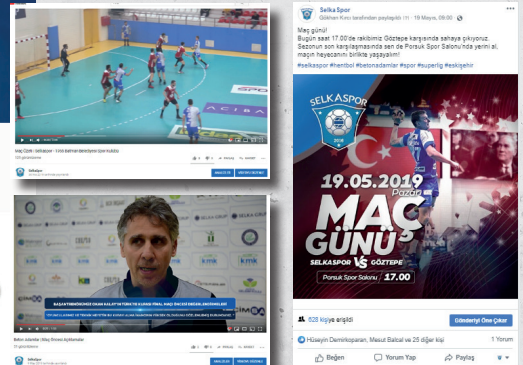
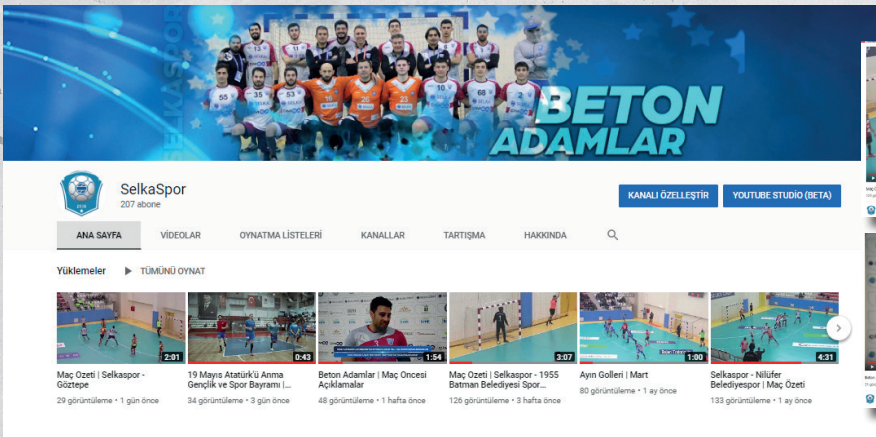
## How to promote a newly formed private company club?

### 1) Social Media

Our club achieved to reach supporters of all ages sometimes by taking the European Sports Club as example and sometimes by creating different content with creative ideas. Our social media pages with match advertisements, statistics, and news from the team and fun videos have become one of the teams with the highest number of followers as a handball sports club in our country.



18.000 followers



\*Facebook/ Twitter/ Instagram/ YouTube/ selkaspor



## 2)End of Match Tickets

Besides the social media announcements, we invite the supporters through billboards and banners hanged at different points of the city and we distribute match tickets to the supporters that come to the match. At the end of the matches we draw numbers and whoever got the same number on their ticket win gifts such as tablets, drones, bicycles, smart phones.

Here, our primary goal is to make the matches more entertaining besides providing the people to recognize our club, sports hall and team...



## 3)Beto-man

Our team company is a ready mixed concrete company and our teams slogan is "concrete-men". So we created a mascot called Beto-man. Beto who takes his name from concrete meaning in Turkish. The process of Beto-man's creation was carried out by taking the idea of our supporters through social media. Most of our young supporters now admire him more than our players.



## 4)We move Handball to Shopping Malls

We introduced a lot of people to our club in the stands we established in shopping centres in our city. With our "Make a Shot- Take the Jersey" event, many people have won our team jersey by participating in competitions. In this event, people try to score by throwing the ball through to hole in the goal. Also our players have participated in the events at certain times, and they were provided to come together with our supporters.







## 5) Live Stream

Perhaps the most important point of the promotional activities was provided by the agreement with S-sport, one of the national sports channels of our country. For the first time in our country, a private handball sports club had its matches broadcasted on a national live channel with their own efforts.



As a result, Selka Eskişehir Handball Sports Club which is a private company team that was established 3 years ago, plays in front of at least 1000 supporters in every match and is the most followed handball sports club of the country on social media.