



Honoring Excellence: The Launch of the Dalton High School Athletics Hall of Fame

NSPRA Golden Achievement
Award Submission

Presented By:

Kendra Pannell
Executive Director of
Communications

Ashley Grycz
Communications
Specialist

In Collaboration With:

Ryan Richards
Dalton High School
Athletic Director



2025

Executive Summary

Introduction

Dalton High School, home of the Catamounts, is a place where tradition meets innovation. With a strong emphasis on academics, athletics, fine arts, and career and technical education, DHS has a history of producing outstanding graduates. However, until 2024, there was no formal way to honor the many legendary athletes, coaches, and contributors who have shaped its athletic legacy.

The idea for a Dalton High School Athletics Hall of Fame emerged from community interest and conversations led by Athletic Director Ryan Richards. While former athletes had been honored through jersey retirements and school board recognitions, there was growing support for a permanent tribute. Backed by Superintendent Dr. Steven Craft, the Dalton Public Schools Board of Education, and key stakeholders, the vision quickly became a reality.

The Dalton Public Schools Communications Team took on the challenge of branding, marketing, and implementing the Hall of Fame, ensuring that it became an event and legacy that the community could take pride in for years to come.



Research

We began by gathering insights from alumni, community members, and stakeholders. Through direct conversations and social media engagement, we identified a strong desire for a Hall of Fame. We examined best practices from other school and collegiate halls of fame to establish a structure for nominations and induction.

Additionally, we researched how to best market the Hall of Fame to gain maximum community engagement. We explored effective branding, promotional strategies, and event planning techniques to ensure a successful launch.

Four-step
Process

Planning

Between spring and summer 2024, we developed a comprehensive plan to bring the Hall of Fame to life. Our key objectives were:

1. Establishing a Strong Brand Identity
 - Created a new Hall of Fame logo that modernized the traditional Dalton High geometric cat head.
 - Selected typography and a bold color palette to reflect school pride.
2. Developing Marketing Materials
 - Designed flyers, social media graphics, and official letterhead for outreach.
 - Launched a dedicated Hall of Fame website through Rocket Alumni Solutions to serve as a virtual archive.
3. Executing a Multi-Platform Marketing Campaign
 - Promoted the Hall of Fame through Facebook, Instagram, and email newsletters.
 - Distributed press releases to local and regional media outlets.
4. Encouraging Community Participation
 - Outlined clear nomination categories and selection criteria.
 - Opened nominations to the public, with an accessible online submission process.
5. Hosting a Prestigious Induction Event
 - Scheduled an induction banquet on October 29, 2024, and a public recognition at the final home football game on November 1, 2024.
 - Secured sponsorships to fund the event, including a \$10,000 donation from Engineered Floors.

Implementation

Community Engagement & Promotion

The Hall of Fame announcement sparked excitement, with social media posts drawing thousands of interactions. Community members enthusiastically nominated athletes, coaches, and contributors, demonstrating widespread interest.

To ensure inclusivity, we used a Qualtrics form for nominations and provided detailed selection guidelines. We also leveraged internal communications by emailing all Dalton Public Schools staff and key stakeholders.

Hall of Fame Branding & Physical Installation

A dedicated hallway in Dalton High School was transformed into the Hall of Fame, featuring a wall designed in collaboration with BSN Sports. This display includes a collage of historic moments, a digital screen showcasing inductee profiles, and space for future honorees.

Media & Public Relations

To maximize reach, we requested coverage from The Dalton Daily Citizen, Local 3 News, News Channel 9, and WSBTV Atlanta. The induction banquet sold over 260 tickets, with more than 300 actually attending.

Evaluation

The Hall of Fame launch was an overwhelming success. Key measurable outcomes included:

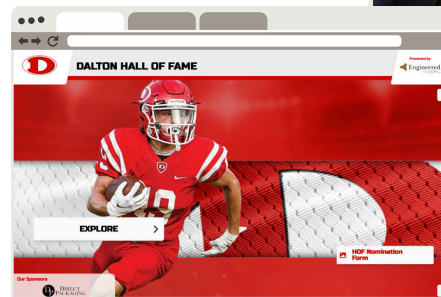
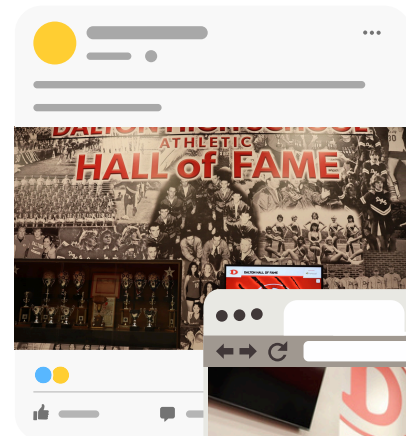
- Social Media Performance:
 - Facebook: 23,463 views, 10,881 reached, 149 reactions.
 - Instagram: 3,507 views, 1,920 reached, 277 interactions.
- Community Engagement:
 - High nomination participation and widespread community discussions.
 - Positive media coverage and continued interest in the next Hall of Fame class.
- Sponsorship & Funding:
 - Engineered Floors' \$10,000 donation secured a two-year subscription for the Hall of Fame website and event funding.

Looking Ahead

With the resounding success of the inaugural Hall of Fame, Dalton High School is now preparing for the Fall 2025 class of inductees. The Hall of Fame has strengthened school spirit, connected generations of alumni, and established a new tradition that will continue to celebrate the legacy of Dalton High School Athletics for years to come.

Supporting Assets

- [Dalton High School Virtual Hall of Fame](#)
- [DHS Hall of Fame Logo](#)
- [Hall of Fame Flyer](#)
- [Hall of Fame Wall Mural Mockup](#)
- [Hall of Fame Selection Letter](#)
- [Hall of Fame Nomination Form](#)
- [Press Release 1](#)
- [Press Release 2](#)
- [Social Media Analytics](#)
- [Social Media Posts](#)
- [Hall of Fame External Newsletter](#)
- [Hall of Fame Internal Email](#)
- [Prior Media Coverage](#)
- [Day-of Media Coverage](#)
- [Media Coverage](#)



DALTON HIGH SCHOOL
ATHLETIC
HALL OF FAME