



Ringette Ontario #WhyRingette/ #ChooseRingette Marketing Day

Ringette Ontario is proud to mark September 21st every year as #WhyRingette/ #ChooseRingette Day. This September 21st, 2023 marks our second annual #WhyRingette Day, where we hope to bring awareness to our sport of Ringette through the power of human connection.

Purpose: #WhyRingette/ #ChooseRingette Day is a day we can mark as our own. It's a day that we will be known for. When someone thinks of a ringette, they will think of this day. From September 1st, 2023, to September 21st, 2023, let's show this world RINGETTE!! This day is about spreading the word and bringing awareness to Ringette in unique, fun & creative ways.

Overview: There is more to our sport than just the action on the ice. A relationship in sports between teammates, coaches, friends & family goes beyond the shared goal of a trophy or ring. Athletes and coaches understand that human interactions are not just for the result. It's more about knowing these connections go beyond the ice rink; they follow you for life.

Ringette Ontario's goal for the 2023-2024 season will be going beyond the action on the ice by using the power our sport has to drive a movement called #WhyRingette/ #ChooseRingette. We, as members of the ringette community, have the ability & strength to make our sport known for what it truly is.

Over the next few years, we want to build upon this day/ idea and make it a thing (a well-known thing)

Let's share our stories from September 1st, 2023, to September 21st. Let's let the world know who we are. Let's tell the world what Ringette is on and off the ice.

Ideas: As you may know, this day started in 2022 with an idea, but now we want to make it a thing (and a well-known thing like that). As the leader of this initiative, we want to build a strong team around us that will bring this to light in areas we usually cannot reach. Now this is where you come into play. Please see below ideas about how you can get involved to help us blow this out of the water.

- Quotes – Work with your ringette communities to collect quotes on 'What ringette means to them,' 'Why Ringette? Why did they choose this?', etc.
- Blog posts – Work with your ringette communities to write stories on local athletes, coaches or officials to show the pathways one can take within our sport.
- Benefits – Show your communities the benefits of joining Ringette.
- Media Coverage – Work with local news outlets (newspapers, tv stations, community bulletin boards, etc.) Share the stories you have gathered and cross-promote.
- Social Media Content – Branded #WhyRingette/ #ChooseRingette. We understand that everyone has their own branding, so we just ask that you stick to the concept of



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#WhyRingette. Things you can include to help brand this idea across the country – Ringette Ontario logo, the hashtags #WhyRingette & #ChooseRingette, tag Ringette Ontario & Ringette Canada in any social media content related to this topic.

Now these are just some topics to help generate ideas. To make this day successful, please work closely with our Marketing & Communication Specialist (Cassie Ferguson) at marketing@ringetteontario.com

There is no I in the team, so let's work together to make our 2nd annual #WhyRingette/ #ChooseRingette Day a success.