

Marketing Director report for the 2022-2023 Season

Marketing Director – Sabrina Emrich

This is my first year acting as WRA's Marketing Director. My primary responsibility is to develop awareness of the association and the game of ringette in the city of Waterloo. Bringing in new skaters/players at the FUN1 and FUN2 levels, helps to maintain the game at the older levels as new players fall in love with the game and play it for many years to come. It has been a jammed pack year with the following items completed:

- In the summer of 2022, WRA ran bus ads advertising ringette. This was made possible by a grant we received from Ringette Ontario and Ministry of Heritage, Sport, Tourism and Culture Industries.
- Prior to the beginning of the 2022-2023 ringette season, we met with Vince Turkali and Mike Lorentz from Sportszone in Waterloo to arrange for them to provide clothing and fan products for the Waterloo Wildfire. This process lasted a few weeks and involved in-person meetings, e-mails and discussions with Board members to determine what items would be the best to arrange. This arrangement involved products being on display for families to purchase from the store itself or online. We also encouraged provincial teams to go to Sportszone to get their swag. Unfortunately, at this time Vince and Mike advised us they can not do the flame ringette pants. We still must go to the Ringette Store for them.
- In September 2022 we had a successful Come Try Ringette with over 30 participants.
- In November 2022 arranged Picture yourself to come in a take individual & group photos of all the players/teams.
- WRA combined with the Kitchener Ringette Association to walk in the Santa Claus parade. We had an amazing turn out for WRA. With our girls demonstrating how to pass the ring, we handed out over 200 come try ringette cards with candy canes.
- We registered for – Promotion: 2023 MINOR SPORTS REGISTRATION/TRY-IT EVENT that was held at RIM-Turf House, on Sat February 25th from 10am – 2pm. Unfortunately, there was not as much foot traffic as I hoped but it did get WRA's name out there and we did have some players come to our spring Come Try Ringette!
- Reached out to Waterloo school board principals to see if any schools would be interested in WRA coming to teach their students how to play Gym Ringette. 10 teachers have reached out to me with interest however we offered this too late in the school year and were unable to full this commitment. Will reach out again in the fall.
- This year for our spring Come Try Ringette we hosted 2 Sundays in March for new players to come to both days and once they completed both days, they received a certificate with a \$50 discount code on it. It was a very successful Come Try Ringette! We had over 28 new players the first Sunday and 19 returning players and 6 new ones for the second. Participants enjoyed popcorn, cupcakes and swag bags.

- We applied for WRRRA marketing grant asking for \$3,469.10 to do a mass mailing for Come Try Ringette in the fall and to purchase ringette sticks to give to first time new players. We have been approved for \$2,310.85 and will put that to good use with the mailing.