

# Marketing board report 2023-2024

- We had been approved for a WRRRA marketing grant and we received \$2,310.85 for a mass mailing for which we did a “Come Try ringette” post card. The mail out went out at the end of July beginning of August 2023.
- Prior to the beginning of the 2023-2024 ringette season, I met with Mike Lorentz from SportsZone in Waterloo to arrange for them to provide clothing and fan products for the Waterloo Wildfire. This arrangement involved products being on display for families to purchase from the store itself or online. Provincial teams (U16A & U14A) did go to SportsZone for their team wear.
- Signed up for Albert McCormick arena’s open house which was at the end of August. There was a lot of foot traffic and I was able to promote Waterloo Ringette Association and also advertise our Come Try Ringette in September 2023.
- In September 2023 we had a successful Come Try Ringette event and welcomed back our returning players with an opening weekend. We had popcorn, drinks and other snacks for the players
- In December 2023 we did a fundraiser by selling Wildfire Blankets to our player and families.
- In February 2024 I signed up for another open house at the Waterloo Rec Complex. I felt that it was successful as I was able to promote Waterloo Ringette Association as well as advertise our Come Try Ringette in April 2024 to the community.
- Picture yourself came in February 2024 to take individual and team photos which were done on the Ice this year for all the players. Except for the U12 regional team.
- Reached out to the Waterloo school board principals again this year to see if any schools would be interested in WRA coming to teach their students how to play gym ringette. We had 10 teachers respond to me with interest. Carolyn Baltaz with some of our young ladies went to 7 schools and taught classes gym ringette. This was very successful and has encouraged other teachers to reach out to us to see if we can come to their schools as well. We had lots of kids come to our Come Try Ringette because of our school visits.
- Again, this year for our spring Come Try Ringette we hosted 2 Sundays for new players to come both days and once they completed both days, they received a certificate with a \$50 discount code on it. It was a successful Come Try Ringette as we had over 30 new players the first day and the second day had about 28 on the ice.
- Bill Atwood, a reporter for The Observer in Elmira came to our second day of Come Try Ringette and took pictures and wrote an article about us hosting Come Try Ringette events and how successful it was.