

## Marketing Report ~ 2019/2020

This was my first year as director of publicity & marketing for WRA. While it was a steep learning curve, there was much accomplished.

- ❖ We had a successful partnership with KRA and Cambridge for advertising for CTR-reducing our promo cost of the event. We also partnered with KRA for Kidspark in Victoria Park promoting the sport of ringette.
- ❖ CTR was a success in September 2019. We had 39 kids on the ice with a roster at the U7 level of 33.
- ❖ We had some filming and interviews done at CTR from Conestoga College students to air on Rogers promoting the sport.
- ❖ Most display cases have been redone with pictures (Moses and Albert McCormick arenas), sportsmanship award plaques (Moses). Back display at RIM will be WRA “announcement” board. Will be used for promoting sign up for registration/clinics etc. Will also hang poster for NRL home games promoting the WRA team. Large case at the front of RIM will be changed into a volunteer theme. To be completed with facility opens.
- ❖ Purchased 2 - 10' x 4' banners. One was carried in the Santa Claus Parade. Both hung at arenas (RIM & Albert) for Winterfest. Will be a good marketing tool for years to come.
- ❖ There was much social media push regarding the Canadian Ringette Team at Worlds. We had several Waterloo NRL players on both the junior and senior teams. WRA promoted a skate with the players when the trophy made its way to Waterloo. CTV came and covered the event. A great time was had by all.
- ❖ Ringette Ontario has started a closed Facebook page for all marketing volunteers throughout all of Ontario. It is a great space to share and get ideas for promotion of our sport.
- ❖ Found a new spirit wear provider – TOSS. Will continue to develop that relationship in the coming year. TOSS has indicated they would provide a dedicated floor space to WRA wear in the shop.
- ❖ Starting to develop a team package to be given to teams at the beginning of the season. It will include a sponsorship template letter, a pamphlet on skill development for specific age/level, spirit wear information and other useful information.
- ❖ Facebook (January to May 2020)
  - ⇒ reach of 38, 749 (people who saw or were shown our content). There were 3,908 who clicked on the posts (10.17%) and 1,973 who showed reaction to the posts (5%).
- ❖ Twitter (January to May 2020)
  - ⇒ Impressions of 42,627 (tweet shows up on somebody’s timeline). WRA was mentioned 22 times on other’s tweets. Had 742 visits to the page. Gained 16

followers. Did not utilize Twitter as much as Facebook and Instagram. Will increase tweets in the coming season.

❖ Instagram

⇒ Unable to pull information. Needs to be a business account or have 10,000 followers.

❖ Would like to develop a couple of contests

⇒ For a free registration (Guelph does a spot the bus ad)

⇒ Gift certificate for a challenge (video of shots on net/some kind of dryland challenge-team or player) (See if Morty's would donate)