



Marketing Report

WRRRA General Meeting – February 16, 2023

Key Initiatives in 2023:

1. Updated WRRRA Logo
2. Rogers Campaign
3. New to ringette stick drive - great feedback for a second year in a row.

Updates:

1. We have only received 4 entries for the [Marketing Grant](#). However, with some changes to the budget we are changing how the marketing grant is structured. We have increased the total reward for the marketing grant to \$20,000. With that if your association would like sticks for the 2023/2024 year please apply through the grant with how many sticks you think you will need. We will be awarding the money but expect that the associations will order the sticks directly through Peter at Chance sticks. Due to the change to the marketing grant we have extended the deadline to May 31, 2023, hoping to send the money out by June 15, 2023. If your association has already submitted they can submit additionally for sticks. I will update the marketing grant information on basecamp as well as in the form.

Here are the details for the sticks:

Any combination of RL1210 senior (58") or junior (44") with standard colours or team theme colours and team logo can be included to reach the minimum qty of 10.

Pricing:

Junior Std: \$40

Junior with team logo: \$45

Senior Std: \$45

Senior with team logo: \$50

Add \$15 per stick for individual names on sticks.

Delivery approximately 2-3 weeks depending on combination of order.

Shipping: \$25.

Tax not included.

2. The [Mary & Keith Kaiser Scholarship](#) application is open for post secondary school students to apply for. As far as I know we haven't received any entries. I know there has been a lot of actual ringette going on but it would be great if this could be socialized. Deadline for this is May 31, 2023.

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