



Marketing Report

WRRRA General Meeting – February 16, 2023

Updates:

1. New Logo was finally launched at the beginning of February. Check our website and socials for updated branding.
2. Regionals Logo includes the updated logo and colouring!



3. [Marketing Grant Application Form](#)

WRRRA is opening the Marketing Grant Applications for 2023/24. The purpose of the grant is to support Associations in "GROWING THE GAME" by recruiting new players.

Grant funds need to be spent on marketing/awareness campaigns whose main purpose is to grow the sport in your community through the recruitment of new members. These funds are not intended for marketing ringette in an area that does not already have a local Association nor is it meant to be used for internal marketing (ie banners in your arena).

Examples of potential marketing ideas include bus advertising, radio ads, temporary billboards, the printing of Come Try Ringette flyers for distribution at local schools, etc.

Only 1 application per Association will be accepted for the season. Applications are due April 30, 2023.

WRRRA Executive will review proposals and decide on the appropriate allocation of funds. The Executive has the right to limit funds, partially award funds, or not award grant funding to any given proposal. Each application for grant funds will be reviewed based on its own merit.

Please submit your application for this grant money using the link below. Please ensure to provide a brief but thorough description of your marketing initiative including the specific aims of the initiative, the estimated total cost, how much you require from the grant, and when the initiative will run.

4. Photo Submissions

I am looking for images with association logos and without. All images submitted must have permission to post on our website and social media.

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