

Marketing and Communication Annual Report March 30, 2015

The Marketing and Communication work continued on this year with guidance from the Strategic Plan that was developed by the Skate NS Board in 2012.

The strategic goals of the Marketing and Communication Chair remain as follows:

- To grow the membership from the grassroots (CanSkate Level)
- To obtain provincial sponsorship

Marketing material for CanSkate in the form of posters was mailed to all Clubs in August 2014. Also Canskate and Canpowerskate brochures were developed and emailed to all Clubs. The brochures were in pdf format however they did contain a space for Club's to enter their own information on such as email address, website, contact person and phone numbers. Skate Canada has several excellent marketing and promotional posters for Clubs to download and print for their Club's use.

The Skate NS Newsletter the Coastal Edge was continued throughout the 2014-2015 skating season with editions in October 2014 and February 2015. The next edition is due out in May 2015. I received over whelming response from all areas across the province (Clubs, Coaches, Parents). Thank you so much for all the stories and photos! This is a great tool to achieve communication throughout the province.

Sponsors approached this year include:

- Sobey's
- Farmer's
- Esso
- Atlantic Superstore

We did receive response back from Sobey's and Esso. Unfortunately they were unable to provide sponsorship at this time. We made a separate request, if possible, to supply a small amount of gift cards which could be used to help off-set costs at competition. Unfortunately this was also rejected by both Sobey;s and Esso. We have not heard back from Farmer's or Atlantic Superstore at this time. Jill and Ross also mentioned they were going to approach Canadian Tire as a provincial sponsor. It was heard that in several communities throughout the province Canadian Tire provides varying levels of sponsorship to local clubs.

Sponsorship continued from last skating season with

- World's Finest Chocolate, title sponsor for the Atlantic Canada Skating Championships

Respectfully submitted,

Treena Landry

Marketing and Communications Chair