

Marketing and Communication Annual Report April 13, 2016

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

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 provided to all Clubs in August 2015, these were placed in high traffic areas throughout HRM.

The Skate NS newsletter, Coastal Edge although slow getting started, will continue throughout the upcoming season.

Competition Sponsors approached this year include:

- * Sobeys
- * Atlantic Superstore
- * Pizza Delight
- * Tim Hortons

Sobeys was the only one to not get back to us, Atlantic Superstore, Pizza Delight and Tim Hortons were all more than happy to provide us with something for the Atlantic Canada Skating Championships.

Sponsorship continued from last skating season with

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

Respectfully submitted,

Carrie Chiasson
Marketing and Communications Chair