



2005 SPECIAL PROGRAMS COMMITTEE

Submitted by Angela Douklias

The Special Programs committee consists of myself as the chair and Jaclyn Vallis as a committee member.

The purpose of the Special Programs Committee is to:

- Develop and maintain a marketing strategy to promote the programs of the association.
- Develop sponsorship awareness and expertise to identify and address funding opportunities of the association.
- Develop long range plans to host high profile events in the province.

Our main goal for this past year was to begin developing a sponsorship package to present to potential sponsors.

We successfully met with a representative from the Canadian Sport Centre in April of 2005 and with her expertise, knowledge and suggestion, it lead us to our first step, which is to determine our membership demographics that will assist us in targeting the right sponsor.

Having said that, the Special Programs committee developed a “Triathlon Manitoba Participant Survey 2005” which was distributed to members throughout the summer. The survey consisted of 22 questions and as an added incentive, any member that completed the survey had his/her name entered into a draw for a \$50.00 gift certificate. We received over 80 completed surveys and the results from the survey have recently been tabulated.

The Special Programs committee will be meeting in the near future to continue working on the development of a sponsorship package.

In 2004, a Triathlon Manitoba poster was developed for distribution throughout the province to promote our sport. As we did in the spring of 2004, in the spring of 2005, we mailed over 100 posters to various health clubs, universities, schools, specialty shops (run, bike, swim), community clubs, etc. and requested that they display our poster.