



2006 SPECIAL PROGRAMS REPORT

Submitted by Angela Douklias

The Special Programs committee consists of myself as chair with Tom Okany and Jaclyn Vallis as committee members.

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
1. In continuing with our 2005 goal of developing a sponsorship package to present to potential sponsors and taking the first step which is to determine our membership demographics, in February 2006 we once again requested our membership to complete a participant survey. We received over 30 completed surveys and these results have been added to the previous 80+ results. The Special Programs committee will be meeting in the coming year to continue working on the development of a sponsorship package.
 2. Murray Chevrolet continued their support of the association and our races for the 2006 race season. Murray Chevrolet provided race directors with vehicles in order to transport our trailer filled with equipment to all of the races. Other sponsors in 2006 were Bikes and Beyond, Swimming Matters and Gatorade.
 3. Triathlon Manitoba advertised in the Winnipeg Free Press's Town & Country insert (December 3, 2005) which primarily focused on the growth of Aboriginal athletic opportunities. More than 55,000 copies were circulated in rural Manitoba that day. Additional advertising was done through the KOS program.