

2007 SPECIAL PROGRAMS REPORT

Submitted by Angela Douklias

The Special Programs committee consists of myself as chair and Jaclyn Pauls 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
1. Murray Chevrolet continued their support of the association and our races for the 2007 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 2007 were Bikes and Beyond, Swimming Matters and Gatorade.
 2. Triathlon Manitoba advertised in the Winnipeg Free Press's Town & Country insert on June 16, 2007. More than 40,000 copies were circulated in Manitoba's Eastman Region.
 3. During the Manitoba Marathon Sport Expo, Triathlon Manitoba set up a display booth. The Expo took place at the Victoria Inn June 15, 16 and 17, 2007. Hundreds of athletes stopped by our booth to pick up information about our association, the 2007 race calendar, membership forms, Kids of Steel program and to ask general questions about the sport. We received very positive feedback and look forward to participating in the 2008 expo!
 4. Triathlon Manitoba advertised in the Spring/Summer 2007 Leisure Guide.