

2008 SPECIAL PROGRAMS REPORT

Submitted by Angela Douklias

The Special Programs committee consists of myself as chair, Dawn Huck as a committee member and the Triathlon Manitoba Executive Director 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 2008 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 2008 were Bikes and Beyond, Swimming Matters and Gatorade.
2. Advertised in the Drums/First Newspaper Oct/Nov 2007.
3. During the Manitoba Marathon Sport Expo, Triathlon Manitoba set up a display booth. The Expo took place at the Investors Bldg at the U of M June 13 and 14, 2008. Hundreds of athletes stopped by our booth to pick up information about our association, the 2008 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 2009 expo!
4. Triathlon Manitoba advertised in the Spring/Summer 2008 Leisure Guide.
5. Triathlon Manitoba advertised in the Metro One and The Herald in March 2008.
6. Triathlon Manitoba had a table set up at the Bike Expo on April 13, 2008. Had many attendees stop by our table, ask questions, pick up 2008 membership forms. Overall, a very successful afternoon and look forward to participating in 2009.
7. Triathlon Manitoba flyers were included with the race package for all participants of the Winnipeg Police Service ½ Marathon, April 27, 2008.
8. A number of races on the Triathlon Manitoba 2008 calendar were featured in the Destination Manitoba Spring/Summer 2008 issue.