

## **SPONSORSHIP AND MARKETING**

The purpose of sponsorship and marketing is to:

- Develop and maintain a marketing strategy to promote the programs of the association
- Promote the sport of Triathlon in Manitoba
- Develop sponsorship awareness and expertise to identify and address funding opportunities of the association

1. Murray Chevrolet continued their support of Triathlon Manitoba and our races for the 2009 season. Murray Chevrolet provided race directors with vehicles in order to transport our trailer filled with equipment to all of the races.
2. Triathlon Manitoba advertised in the Spring/Summer 2009 Leisure Guide.
3. Join-A-Club pamphlets were printed and distributed throughout the year.
4. 650 pamphlets were included in the SAG Phys-Ed Teachers conference packages in November 2008.
5. The Manitoba Marathon Expo took place at the U of M Investors Bldg June 19 and 20. Triathlon Manitoba set up a display booth that many of our members volunteered their time at. Hundreds of athletes stopped by to pick up information about our sport, the 2009 race calendar, Kids of Steel program, membership information, etc.. Again this year, we received very positive feedback and look forward to 2010!
6. The YMCA-YWCA downtown location had a "Triathlon Challenge" on February 28, 2009. This event was open to all of their members. Triathlon Manitoba had a table set up that day and many participants stopped by to ask questions about our sport and to pick up general information. Triathlon Manitoba also made a monetary donation to the YMCA-YWCA.
7. New Kids of Steel and Triathlon posters were made in June 2009. They were distributed to fitness centres, pools, bike shops, retail outlets and community clubs throughout the city and province. Kids of Steel posters will also be sent to schools in the near future.
8. A new Triathlon Manitoba pop-up display was made this year and was used at various events.