

# Circle City Curling Club

## Marketing Committee

### **Purpose:**

The purpose of the Marketing Committee is to raise the profile of curling and the club in Central Indiana with the goal of driving membership growth and engagement. It is expected that the committee will meet on a monthly basis to develop plans for scheduled events during the season, and more frequently in the weeks leading up to events. Prior to the start of each season the committee should submit a marketing plan to the Board of Directors for approval. The committee should submit a monthly report to the Board of Directors detailing ongoing and planned activities.

### **Deliverables:**

- Creation of a plan to raise the club's visibility on social media platforms.
- Evaluation of the value of advertising in print and other media and, if warranted, a plan and budget for doing so.
- Establishment of a list of media contacts and identification of opportunities to reach out to them.

### **Membership:**

The committee should be comprised of a minimum of 6 members, including a committee chair. The most important criteria for membership are the ability and willingness to devote the required time to these events. Helpful experience includes:

- Social Media Marketing and Influencing
- Web Site Development
- Communications