

Marketing

<b>Priority Area: Marketing</b> <b>Goal: To ensure the long term financial stability of O5PBA</b> <b>Responsibility: Terry Macdonald</b>					
Task	Timeline	Cost	Responsibility	Status	

<b>A</b>	<b>Increase Provincial Sponsorship Revenue</b>				
1	Review existing sponsorship material & determine which other areas could be marketed	Aug-06		Executive Committee	Comp
2	Establish Marketing Committee	Sep-06		Terry Macdonald	Comp
3	Provide Marketing Committee with existing & Exec Committee recommendations	Sep-06		Executive Committee	Comp
4	Review materials	Sep-06		Marketing Committee	Comp
5	Identify which properties will be available for local sponsorship	Sep-06		Marketing Committee	Comp
6	Create Local Package	Oct-06		Marketing Committee	
7	Approval of local package	Oct-06		Terry Macdonald	
8	Provide local package to SAGM	SAGM	copying	Terry Macdonald	
9	Determine which provincial properties (2 or 3) will be focus for year 1	Jan-07		Marketing Committee	
10	Create presentation package for each selected	Feb-07	copying	Marketing Committee	
11	Review package with Bod & adjust as necessary	Mar-07		Terry Macdonald	
12	Determine targets to send packages	Mar-07		Marketing Committee	
13	Send packages to targets	Apr-07		Marketing Committee	
14	Follow up with telephone calls	May-07		Al Hong	
15	Presentation at AGM	AGM		Terry Macdonald	

<b>B</b>	<b>Increase Local Sponsorship</b>				
1	Preliminary set-up same as above				
2	Presentation at SAGM	SAGM	copying	Terry Macdonald	
3	Determine targets	Dec-06		Local Bod	
4	Make appointment to speak to manager or advertising manager	Jan-07		Local Bod	
5	Prepare copies of generic package with local information	Feb-07		Local Bod	
6	Meet with potential sponsors	Feb-07		Local Bod	
7	Follow up as necessary	Mar-07		Local Bod	