

Director of Public Relations Report

First of all I would like to thank the board and the club of giving me the opportunity to be the director of Publicity. As you know Jeff passed this position on to me as he couldn't continue. This year he got an opportunity to progress his education overseas.

Community Involvement

I feel that the highlight of the 2013 season in regards to community involvement was when we had our first annual "Pink at the Pitch" cancer fundraiser event/game. This event brought our club together, from the junior teams to senior teams, as well as families, board members, and media. Our club raised \$800 from this event for a great cause. Even though the U21 game was cancelled that day, the club improvised and threw together small sided games, U21's vs. junior players. Later in the day, the Men's Senior team went on to a convincing 10-1 victory over Magic AC. Many sponsors within the community helped with donations for raffles, such as Soccer Plus, Hobey's Sports, Free Topping Pizza, The Brick, My Left Breast, etc. As well, the 2013 U17 girls team were greatly involved in the event, volunteering at the BBQ, Raffle table, set-up/clean up, etc. I believe Pink at the Pitch went very smoothly and was a big success as it was received very well by the community and the media. Next year I'm sure it will be even better!

On the same day as Pink at the Pitch, Marv Buchan and myself organized a visit to the Peterborough Regional Health Center Paediatric Ward, donating gifts such as teddy bears, toys, books, etc. This too was a huge success, and the Regional Health Centre was greatly appreciative of the donations. Members from the senior men's teams and the U17 girls teams helped to deliver the toys. Unfortunately the Senior Women's team was away in Sudbury that weekend and were unable to participate.

It is our goal as a club to run these two events again next year, and hopefully for many years to come.

Sponsorship:

Just as Jeff Graham was last year, I too focussed manly on the larger

sponsors this year for the club itself and not individual teams. Again like last season, club sponsors were hard to come by. We were fortunate enough to get some though, and we greatly appreciate their support for the 2013 season.

This year with BMO they offered a contract to us that we could not accept. We found that the contract last season was too small of an amount and it left our teams in great distress.

For the 3rd year in a row the club organized the TFC Game Day Experience in partnership with TFC. Unfortunately communication was not great at times with myself and the personnel in charge of this, and we had to break down the tickets into 2 games as we were sort of rushed with receiving the tickets late.

In closing:

Overall, I feel this season was a successful one for Peterborough City Soccer Club. I feel we are continuing to grow as a club within the community of Peterborough, with more people acknowledging our success with the cancer fundraiser and Hospital visit, etc. This season the relationship between the senior teams and youth teams grew. Both senior men's and women's teams were greatly involved with the family fun day.

Of further note, I am looking forward to continuing the success from this season onto the next. I would like to thank all of you for giving me this opportunity to work with this amazing club.

If you have any further questions, concerns, and comments please feel free to contact me at matt_brown011@hotmail.ca

Yours in soccer,
Matt Brown,
Director of Public Relations
PCSA; 2013