

## **Publicity and Sponsorship Final Report of 2014**

I would like to thank everyone on the executive and people around the soccer community for another successful year with the soccer club. Also I received a lot of support and help from the executive while I was away with the National Team.

### **Public Awareness**

This year in the community I believe we improved especially with our 2<sup>nd</sup> annual "Pink at the Pitch" Cancer Fundraiser. This past year we formed a planning committee of approximately 8 people, which made organizing the fundraiser a lot easier. All committee members worked together in getting sponsors, raffle prizes, organizing food, decorations etc. As well the U18 girls were involved in the fundraiser by hosting a bake sale. Our total funds raised (after expenses) was just over \$1600, which doubled from last year. We were able to gain community awareness by using the media; for example live interview on Kruz FM radio station, Peterborough Examiner and Peterborough this week write-ups and interviews, and CHEX Newswatch.

It is our hope to have Pink at the Pitch every year as it is an important cause and means a lot to our soccer club and the community of Peterborough.

Another event we are planning to do, which would be our 2<sup>nd</sup> year, is the Hospital visit/toy donation. We were very well received last year, and they said they would be happy to have us continue with this. I believe we are planning to do this in the early New Year.

Also on the subject of public awareness, the games results were regularly put in the local newspaper, as well as Chex sports with Tyler Calvert. This is certainly an improvement from past years, and should be continued regularly.

### **Sponsorship:**

This year was fairly successful for sponsorship, and it is my belief we almost doubled our sponsorship from last year. We were able to hang 8 signs at Eastgate Park.

I would suggest it might be easier in future years to have a sponsorship Committee of a few people who could work together on obtaining more sponsors. It is a difficult and time consuming job for just one person. Proof of this theory came from our success with Pink at the Pitch sponsorship.

I'd like to make note that this year we contacted Hobart's Steak House. They would be interesting in sponsoring us in some way next season, so I would suggest contacting them early in 2015.

In conclusion, I would like to again thank everyone for your support and encouragement over the past 2 years while I held the position of Director of Publicity and Sponsorship.

Unfortunately I am going to be stepping down from this position due to my National Team commitments.

Yours in Soccer,  
Matt Brown