



Marketing Coordinator

Register and attend Youth Expo in Le Sueur

Submit parade application for Bulldog unit to Le Sueur and St. Peter along with the parade fee. Line up all the skaters and parent helpers for both parades.

Get parade supplies including the freeze pops (week or more ahead so they are frozen) and organize everyone on parade day for both parades.

Create flyers with hockey details, registration and open house information.

Contact all the schools in the surrounding area; find out if they will allow us to give our handout to the kids. Find how many kids are in each class, handouts have to be counted and bundled for each class at every school. Deliver all the handouts to all the schools (public, private, pre-schools, and daycare centers) Le Sueur, Henderson, St. Peter, Cleveland, Le Center, Arlington, Gaylord and Belle Plaine in the past, now we will need to add Montgomery area.

Prepare & print the handout for the schools.

Post flyers around town (all 8 towns) library, pool, mall, restaurants, grocery stores, gas stations, bowling alley, and Community Centers anywhere kids/families go.

Register and attend fall youth expo in St. Peter (contact Comm. Center for details)
Attend open houses where the schools are willing to let us set up a table and talk to families.

Contact cable channels to post open house & registration details, check with schools & banks in St. Peter to run on Marques, because some of the St. Peter schools didn't actually give the handout to the kids it was announced as available for pickup.

Set up at the Association Open House and besides answering questions; talk with families about sponsorship opportunities.

Always try to be available to talk with families (your phone # and email is on everything you hang up or hand out) that call with questions about the association or player level, equipment or whatever. Not just on the phone but when you are at open skate or visiting with friends, wherever.



Sponsorship:

Meet with Layne regularly at LSCC about pricing, printing, discuss contacts, changes or updates and brainstorm marketing ideas.

Price printers/sign makers to keep cost down.

Go in and visit with local businesses Le Sueur, St. Peter, and the rest of the surrounding communities about sponsorship opportunities and re-visit after they have time to consider supporting our association. (We definitely could use more people involved with this.) This takes a lot of time and energy to actually get a couple sponsors.

Get sponsor information to the treasurer for billing, get ad design information, make arrangements with Layne and print company. Add sponsors to the sponsor page on Bulldog website.

Create and/or update the actual sponsorship opportunity flyer