

Communications Report - Deb Shepherd  
Feb 2023

Within the Communications Chair umbrella, I am looking after the website, social media, sponsorship committee and marketing. I am also currently the admin for Membership Works.

**Website:**

I am getting the hang of the site.

I have still to switch around the first page, but will get to it.

I have made a pretty Sponsor MHT page using this and membership works, and changes some labels around so there is a sponsorship tab. Can pay using Credit card or etrans.

I have removed all info of results and old news from 2020 and beyond. Its still there is anyone needs it just not prevalent on the opening pages anymore. Seemed too messy.

**Social Media:**

I downloaded quite a few pics that Kyla took at the Ruth clinic last year, and made a folder in the Google drive. I'll add them onto the website gallery and so can also be a selling point for Ruth in June.

Still plugging away. I'd like to start a weekly post, maybe a jump per week, what's it name, how to ride it?

**Newsletter:**

Was sent out. I received a few lovely feed back emails, which was nice.

**MHT Email/Workspace:**

Within the @manitobahorsetrials emails, we received a bill of \$8 ish pm for a Google Workspace.

I sent Eileen an email and she has canceled these workspace emails and has submitted invoices to Katlyn.

We all have access to the MHT.info18 email. This is my primary access to anyone who asks a question to mht. In order to make sure that noone get missed, if you read any emails, can you make sure to leave them unread, if they were unread prior to you reading.

**Sponsorship/Education:**

I have sent Nancy all the info of the previous years sponsorship deals and brochures. She is taking a look at them and making notes to change as she sees fit, so that we can discuss and alter/add things and bring to the meeting.

Sarah Read had a great idea of creating an Online Masterclass. Eg, once a month having a guest speaker with questions from MHT members to a proper master of their field. I.e. a top class (or what we can afford) eventer, a nutrition expert, a respected groom etc etc. Pay per attendance. So she is going to look into this after this weekend. (Big Pony Club Camp activity).

### **Marketing:**

I have been asked to find out prices for Sponsorship signs, for displaying at events. I use Vistaprint alot and so I went there as a first stop.

Vinyl banner (1'7"x3') \$30

Lawn signs - sponsorship signs (18"x24") \$32

I would like to know what merchandise we have for MHT. The toques were a great idea and I'd like to use them in a ploy to get more photos on sm and # numbers.

I have ordered some smaller MHT banners from Vistaprint, and some stickers, as requested, and a single car window decal. It was difficult to see how the decal was going to look, so I ordered one for a prototype. If they're all approved, at the meeting, I will seek reimbursement.

I would still like to talk to MHJA, after their AGM and see if we can come up with some arrangement that we can advertise MHT at their events and they can at ours. Maybe a mutual class sponsorship would work, it would be beneficial for us both.

I contacted Colliers, the local Percheron breeders, who mentioned that they had a contact to the Tipperary vest dealers of Canada. I contacted the dealer and asked if there was more info for a friend of a friend, and he simply directed me to Tipperay page, indicating no.

### **Events:**

- I emailed EC to ask if our Events Chair could have access to the EC Coaching registry. They emailed that unless we registered for an EC event, no! And directed me to the Find a Coach page. This isn't helpful if the coach doesn't offer their info for publication. And so I have added on Membership works, a Coaching EC number box, and a expiry date. I need to find how to add day and month on it because, as of now, one can write anything in there, which isn't helpful.
- I asked Membership works if we can upload additional files onto each members file, so that we can ask coaches to upload their membership card, and they said no, we have 5 each. They are currently, 2 horses coggins and vaccs and a Waiver form. Do we want to remove the 2nd horse? And use this or is the 2nd horses need more prevalent?
- I have looked into the Thoroughbred Incentive Award Program. The application for 2023 horse shows is now closed. Applications for 2024 shows will be accepted from August 1, 2023- September 30, 2023, so I'll add this to my calendar for next year. I feel that this is a great Incentive program to draw in more competitors.

I would like to give out a Vest Promo:

Do all these links agree with everyone? Anyone want different ones added?

[https://www.amazon.ca/Jili-Online-Equestrian-Flexible-Protector/dp/B073QRLWKK/ref=asc\\_df\\_B073QRLWKK/?tag=googleshopc0c-20&linkCode=df0&hvadid=335819048556&hvpos=&hvnetw=g&hvrnd=6642287241431882736&hvpon=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=1002045&hvtargid=pla-672566148694&th=1&psc=1](https://www.amazon.ca/Jili-Online-Equestrian-Flexible-Protector/dp/B073QRLWKK/ref=asc_df_B073QRLWKK/?tag=googleshopc0c-20&linkCode=df0&hvadid=335819048556&hvpos=&hvnetw=g&hvrnd=6642287241431882736&hvpon=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=1002045&hvtargid=pla-672566148694&th=1&psc=1)

<https://greenhawk.com/en/protective-vests/12217-12150-ovation-comfortflex-protector.html#/3-colour-black/31-size-medium>

<https://greenhawk.com/en/protective-vests/21258-9513-tipperary-eventer-pro-vest.html#/3-colour-black/1123-size-yxl>

<https://kcequestriancolours.ca/collections/crash-vests-body-protectors/products/titanium-ti22-body-protector-en-13158-2018-beta-level-3-2018>

<https://www.bahrsaddlery.com/ubfmc04-13000004-16946-c.html>

<https://www.bahrsaddlery.com/supraflex-rider-s-safety-vest-flalb-fla106.html>

<https://www.doversaddlery.com/co-ji9-body-protector-adult/p/X1-401588/>