

Communications Report - Deb Shepherd

March 2023

Website:

We are done!!! Take a look. Anything needing to be added, just let me know. Added a few info pages. Swapped around sponsorship placement etc etc.

Membership works:

Photograph release info is now on there and people need to type in their name to 'sign'. Parents need to sign a child's. Referral name is also on there. I added the rule that this must be filled out as members sign up. Can't be added in retrospect.

Social Media:

Starting a weekly post, maybe a jump per week, what's its name, how to ride it?

Newsletter:

I'd like to send out another newsletter at the end of March, early April to get people enthused about the MHT dates and getting ready to ride on-course. Who's going to offer to give me some details of what they'd like in it?

Sponsorship/Education:

Brochures are done, printed out. Nancy now has them and is going to start going through a list of sponsors which she has made. If anyone has any ideas of a company to approach to sponsor, then please let me or Nancy know.

100 of What is Eventing? 30 Sponsorship. All cost \$88. They should work well with the sponsorship page on the website now too, unless someone sends in a cheque. Then it'll have to be collected and sent to Katlyn as Treasurer.

Marketing:

I have 10 car window decals, these are for the outside of the glass. 10 more are enroute for the inside of the glass.

I have ordered a single MHT car door decal. They are bigger and with black wording and logo. 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 order more.

I sent MHJA an email to see if we can come up with some arrangement that we can advertise MHT at their events and them at ours. Maybe a mutual class sponsorship would work, or we build them a jump? it would be beneficial for us both. Christine Budzak, responded with this: *All of our derby classes are prize money classes and are reserved for a monetary sponsor who has pledged equal to or more of the prize money offered. I don't think this can be adjusted for this year so I'm not sure if that idea will work, but I get where you're coming from! We do hang*

banners at our events so we could look into having a banner made with your logo to hang at the shows. Is this something you could do with our logo? Maybe something to hang in the barns since you guys are more in the fields. Our jump sponsorship at this time requires a monetary donation on top of covering the cost of the jump so just building a jump to use with no other sponsorship doesn't really work within our level's at the moment.

I've attached our 2023 sponsorship brochure for you to review to review how our sponsorship breakdown is at the moment. I think collaborating with MHT is definitely an option but I'm not sure if it would be classified as 'sponsorship' per say. I'll discuss this with the board and show committee on how we can further collaborate with Manitoba Horse Trials and I'll be in touch! If you think of any more ideas, please do not hesitate to contact me.

So does anyone have any ideas?

Events:

- I would like to thank everyone for the Ed Clinic. Karla MCed very well. Kyla ran the FB Live page (16 people views at one point), so that was a great introduction that we can hold Online Sessions. People seemed to enjoy the time. I think next time we should push MHT more. I felt that 'our 'side of the clinic was lacking, but we can pick that up now in advertising. Great turnout, broke even so all good.
- Ruth Clinic - I'd like to register this event for EC Coaching PD points too. It just needs to be registered on the Coaching Locker, and then points can be collected.
- With the Tik Maynard Clinic that MHC is organizing, I have, social media-ed the correct vest required. I have directed a few to this page who have asked me about vests and they have all liked the links.

That's all I have with the 2 weeks from the last meeting.

I would like to make a motion to **“Ask for Meeting Reports to be handed in one week prior to the Board Meetings.”**

I think that this will make the meetings more productive, with less recapping over things that we have done in the two weeks prior to the meeting.