

SPMS Marketing Report

April 17, 2014

The “Be My Guest” project to host new swimmers at swim practice workouts is well under way with an article in the upcoming May-June newsletter and recent email letters sent to SPMS Club reps or contacts. I wrote an article for our Grunion newsletter which was in last week’s Grunion Report. An effort to gain more members needs to be a priority for all of our SPMS Swim Clubs.

More swim caps have been ordered with Dan’s assistance. Neon yellow, green, and orange caps with black lettering/logo as well as white caps with the three color lettering/logo for a total of 1100 caps will cost about \$3000 which is the amount budgeted for this marketing item. Thank you, Dan, for your help.

There are no longer any printed 2014 calendars available for distribution. I have several master swimmers with ready cameras from various teams taking photos for the 2015 calendar. As soon as the tentative swim meet dates are available in November, I will initiate the printing process so that the calendars will be ready for both sale and gift distribution at the December 5-7 SCM Championship meet in Commerce hosted by the Long Beach Grunions.

Trish has been very helpful in handing out the various small marketing materials at the recent swim meets at UCLA and Pierce College. Thank you, Trish.

I welcome all new ideas and your help in marketing our passion for Masters swimming.

Anita Cole

Marketing Chair