

## July 16, 2015 SPMS Marketing Report

The technical programming details for the SPMS Club Swimmer of the Month Award is progressing on schedule to be live by August 1 thanks to Dan. Coaches will be able to use this new award next month. I will be emailing a letter to SPMS Coaches as well as posting an announcement on Facebook and writing a paragraph for the e-mail news sent out by Dan in August. The description of the Club Swimmer of the Month is already posted on our SPMS website under the awards category.

Various members of my marketing committee have been helping market SPMS by attending swim events that I have been unable to attend such as Yucaipa, SLO, Mission Viejo, and Santa Barbara swim meets. Thank you Robin, Kenny, Alina, and Mark for your help.

I am working on a new project involving an on line SPMS Logo Store to hopefully be available on our website. I assume I need committee approval and am including a sample site page link provided below. Please visit it just for an overview.

<http://calprosports.com/MyStore/Store/Promo/PromoItemDisplay.aspx?ID=573e8e35-7fae-4341-9398-68dd3b06b26c>

There will be no out of pocket expenses involved. When a shopper orders an item, credit card payment, ordering of imprinted item, packaging, and shipping will all be accomplished by California Pro Sports. A monthly check from California Pro Sports will be in the form of a donation with the amount based on the number of pieces purchased and the total amount spent for the month. The "store" will only be opened the first ten days of each month with the items ordered all being produced and shipped by the 26<sup>th</sup> of the month as well as the monthly check to SPMS. I have worked with this store for school team orders for my children and know the owner to be an honest and reliable person. The amount of monthly donation will be somewhere between 20% and zero based on the number of pieces sold. Twelve items sold earns 5%, 24

items earns 10%, 36 items implies 15%, and 48 and over scores 20%. Swimmers wearing and using items with SPMS logo will be paying to help market SPMS. I can not find the down side to this program. The donations could be recycled into the marketing budget. If we try this SPMS Logo Store and do not like it for any reason, all we need to do is remove the web page from our website.

I have my plane and hotel reservations for the USMS Convention in Kansas and look forward to attending and learning more about our USMS organization. I am grateful for the opportunity to experience the convention for the first time.

Thanks for your support in my marketing efforts.

Anita Cole  
SPMS Marketing 24/7

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