



Bowls Alberta



MARKETING COMMITTEE

Objective

The Marketing Committee is a standing committee of Bowls Alberta (BA). It exists to facilitate the development of marketing and promotional strategies for the sport of bowls in AB consistent with BA's mission, vision, and values.

Committee Composition

The BA Board of Directors shall confirm the appointment of the Chairperson for the Marketing Committee. Whenever possible, the Chairperson shall be an elected Director.

Committee Members:

1. The membership of the committee shall be comprised of between three (3) and five (5) members, one of whom is the Chairperson.
2. All other committee members shall be appointed by the Chairperson and approved by the Board of Directors. Committee members are appointed for a term of two years.
3. Committee members must be a member in good standing of a BA member club.
4. The BA President and the Executive Director shall be ex-officio and non-voting members of the committee.

Duties and responsibilities of the Chairperson:

1. Appoint the members of the committee. Whenever possible there should be one (1) representative from each Administrative Zone (North, Central, and South).
2. Call and chair the meetings of the Committee particularly in the planning and pre 'season' and ensure assigned tasks are completed and deadlines are met.
3. Make regular reports to the Board.
4. Prepare an annual report and present it to the membership at the AGM.

Governance

1. The committee reports to the BA Board of Directors who oversee and approve the work of the committee.
2. Committee meeting minutes are to be kept and reported to the Board. Copies of meeting notes should be kept on file at the office.
3. A quorum for committee meetings is set at a majority of its members.
4. Committee members are expected to attend at least 75% of the meetings. If a member misses two consecutive scheduled meetings without prior notification, they are removed from the committee and the Chairperson may appoint a replacement to complete their term.

Compliance

Committee members are subject to the BA policies (including the code of conduct and conflict of interest policy). It is essential that committee members make decisions for the full Alberta lawn bowling community and not allow personal or their own club interests dictate their input and decision making. They are required to complete and submit a completed Conflict of Interest Form to the office at the start of their appointment. They are also obligated to disclose any real or perceived conflict of interest and refrain from the discussion of and voting on any such conflicted item at committee meetings.

Responsibilities and Deliverables:

1. Identify, implement, and evaluate promotional tactics targeted to increase awareness of BA within its own membership and within the AB community as part of a yearly plan.
2. Identify, implement, and evaluate sponsorship fundraising tactics targeted to increase general and targeted revenue for the organization as part of a yearly plan.
3. Support grant applications and obligations when related to marketing.
4. Support clubs with their marketing needs. As part of this task, bi-annually review and update the Club Marketing Manual.
5. Develop strategies on how to communicate effective messaging to potential donors and to generate interest in sponsoring events.
6. Prepare an annual proposed budget, with assistance from the Executive Director, and submit said budget to the Executive Director prior to January 30th of each year. This budget will be reviewed by the Finance Committee and the full budget will be approved by the Board of Directors.
7. Ensure City Sport Council newsletters are reviewed, and clubs are encouraged to make use of opportunities to market their club activities/events.
8. In the off season, review the BA website and make recommendations for changes to ensure it meets the needs of our members and easily provides information for non-members.
9. Work together as a team, in support of the Executive Director, to ensure all upcoming BA events are advertised, through posters, on the website and through social media.
10. Make use of Facebook, Instagram, and Twitter to regularly highlight our sport and our members. As such, media posts should be assigned to different committee members and some left to the office (i.e. competition updates, member/athlete profiles, sharing BCB's posts, etc) so roles are clear and to avoid duplication.
11. Prepare and distribute BA Newsletters, with assistance from the office, a minimum of twice a year.
12. Review these Terms of Reference and recommend changes for approval by the Board.

Long Term Strategic goals

1. Analyze the current state of bowls and provide expertise and recommendations regarding BA's current marketing and promotion platforms.
2. Prepare a sponsorship program and policy for Board deliberation and approval for the 2022 season.
3. Prepare and keep current a long-range marketing and promotion plan.

Resources

The Committee will receive the necessary resources from BA to fulfill its mandate. The Committee may, from time to time, receive administrative support from BA.

Communications

Meetings and communications shall typically be video or telephone conference calls (set up with assistance from the BA office), face to face meetings, email, and other electronic communication platforms as called by the Chairperson.

Approval

The Terms of Reference was updated by the Board of Directors of Bowls AB on Jan. 5, 2022.