

Marketing Committee Charter

Purpose

The Marketing Committee helps spread the word about our club, keep members and supporters engaged, and bring in sponsorships to support our teams and events.

What We Do

- The committee has responsibility for team and banner sponsorships as well as identifying potential, new sponsor opportunities
- Build relationships with sponsors and community partners.
- Promote games, tournaments, and social events.
- Assist in keeping the website and social media up to date with fresh, fun content.
- Look after the club's image (logos, colors, messaging).
- Help attract new players, volunteers, and supporters.
- Support Rec Center tours, Press Releases, and SCW Newcomers events

Who's Involved

- A **Chair** to lead and report to the club committee.
- Volunteers who enjoy social media, design, writing, sponsorship, or just want to help promote the club.
- Terms on the committee will run for 3 years with members alternating at 2 per year.

Meetings

- Meet about once a month during the season (less in off-season).
- Share updates with the club board after each meeting.
- Present as required at Board and General Membership meetings.

How We Work

- Run marketing activities within the budget set by the club committee.
- Sponsorship deals and bigger expenses need Board approval.
- We aim to keep things simple, fun, and focused on growing the club.
- The committee will have access to a small marketing budget (\$500 max)