

Marketing Committee Report Sport Forum – Nov. 2010

Committee Members:

Gary Hoffman (Chairperson), Mary Beckett (Inuvik), David Gilday (Yellowknife), Tim Van Overbeek and Brian Kelln.

Meetings:

The Marketing Committee has had one meeting via conference call so far this year. We will be having our in-person meeting sometime before Christmas and will have a meeting each month to work through the marketing plan.

Sponsorships:

- Coast Fraser Towers - renewed until December 2010
- First Air – renewed until May 31, 2011
- Northwestel - renewed until 2013
- RBC sponsorship of the Champions for Children dinner has just expired and will not be renewed since that program is being phased out. There may be opportunity for other partnerships with RBC, but will know better in the next few months.

Scholarships:

13 applications were received this year, and 8 scholarships were awarded (one did not meet the eligibility requirements). Scholarships valued at \$1,500 are available to applicants in sport related studies and \$1,000 scholarships are available to applicants in other areas of study. No one received the Scott McAdam Scholarship this year; only one recipient was eligible, but based on her marks and volunteer hours, she only received \$1,000.

- Chelsea Comeau (Yellowknife) - \$1,500
- Katie-Lynn Kimble (Hay River) - \$1,000
- Matt Whiteford (Yellowknife) - \$1,000
- Sandra Nielsen (Yellowknife) - \$1,500
- Shaun Doherty (Yellowknife) - \$1,000
- Stefanie Miklosovic (Yellowknife) - \$1,500
- Tyler Wells (Yellowknife) - \$1,000
- Victoria Merritt (Yellowknife) - \$1,000

TSO Website Development:

Sport North will be continuing the TSO website development this year. To date, four TSOs have indicated their interest: figure skating, kayaking, dog sledding and judo. We will be working with these sports over the next few months to get their websites activated.

Marketing Plan:

The Marketing Committee will be developing the marketing plan at its in-person meeting and it will tie into the Sport North business plan for 2010-2011.

Gary Hoffman
Chairperson