



Report from Marketing and Communications

For Period of June of 2024 July 12 2024

Submitted by: John Davis

WEB site Activity

Numerous modifications were made to the WEB site to update Sponsor postings, News Blogs and Schedule changes.

We will be looking at modifying the Tournaments page to outline the Mail Blast we intend to provide to advocate for member tournaments.

We have now inserted a 2025 tournament schedule and results page and will start recoding information as it is received.

Traffic on Site for the top 7 pages this month has been recorded as follows: (Down from last month)

2024-schedule and results.html	153
clinics.html	96
where-to-play.html	44
2023- schedule and results.html	22
2025 – schedule and Results	18
become-a-member.html	18
Membership Info	15

Sponsorships

A couple of sponsor Ads have been “re-worked” to reflect new requirements of the sponsors We have notified existing sponsors of our policy to not edit or revise their artwork or advertising materials. Quality and content are the responsibility of the advertiser.

2024 Western Regionals

This event was attended by a number of our board, either in a Pickleball representative role or as a player or both. We met with a number of PCO people and with the tournament chair. Special thanks to Rod Williams who did yeoman work in the tent setup, acting as a PB Crepr and backfilling for the on-site tournament chair.

We had a few members attend the VIP mixer on Thursday evening and we hosted an appreciation dinner on Saturday. Rod Williams was instrumental in arranging this and verifying attendance.

Showcase Program

This program is now closed after proving to be very popular. The sales rep – Cliff, distributed his entire allocation of free Penn/Head balls. Feedback that we are aware of thus far would indicate most participants quite liked the balls they were trying out.

Cognito

We will now upgrade the package to the “Pro” version. This allows for two users to be identified as contributors and eliminate the requirement for all attempted use to have be coordinated through marcom. Cost of this upgrade will be \$15.00/mo. And will be implemented once the credit card issue has been completed.

Miscellaneous Items

Rod Williams has supplied our new “travel kit” and we added the lanyards to this kit. We did not receive any official credentials at the 2024 regionals, so in the next short while, I will draft some tags that we can all use. The tags will be modelled after the one the Rod had. I will send each one of you a credential which you can print and insert into the plastic lanyard pouch.

Our “travel kit” is presently in the possession of Dave Eaton. It is recommended that each of the three major regions have their own kits in order that access to the supplies be less awkward.

News Items

We have received and will publish in our August newsletter, a story on the genesis of the Sooke Pickleball Club. There is also a story about the Western regionals and the effort involved in undertaking such a huge event.