

ONTARIO SENIOR GAMES ASSOCIATION ASSOCIATION DES JEUX DES AÎNÉ(E)S DE L’ONTARIO

**Sponsorship, Promotion and Marketing Committee**

Is responsible for several key activities:

**1. Identifying Sponsors:** Research and approach potential sponsors who align with the goals and values of the organization or event.

**2. Building Relationships:** Maintain strong relationships with current and potential sponsors to ensure long-term partnerships.

**3. Creating Sponsorship Packages:** Design attractive sponsorship packages that outline the benefits for sponsors, such as brand visibility and promotional opportunities.

**4. Marketing Strategy:** Develop and implement marketing strategies to promote events, programs, or the organization itself.

**5. Brand Management:** Ensure consistent and effective use of the organization's brand across all marketing materials.

**6. Event Promotion:** Promote events through various channels, including social media, email campaigns, and public relations.

**7. Monitoring and Reporting:** Track the effectiveness of marketing campaigns and sponsorships.