



# WACOSA Marketing Committee

## Meeting Minutes

Date: 05/03/2023

In Attendance: Laura Krueger, Jeron Rennie, Matt DeJardins, Nancy Betts, Ann Kennedy

### 1. WACOSA 60<sup>th</sup> Anniversary Event – Ann’s run through of event

- a. Discussion about the actual event: Back Shed Brewing on August 5<sup>th</sup>, 2023, from 3-6pm.
- b. Open house format with one special guest who will do an ask. (Nancy Betts is working on finding a WACOSA champion for this ask.)
- c. Sponsorships
  - i. Business sponsorships range from \$250 to \$5,000 and are available now through July 1<sup>st</sup>, 2023 (We can accept sponsors after July 1<sup>st</sup>, but their name would not be on the t-shirts or potentially other printed materials.
  - ii. Individual sponsorships range from \$100 to \$5,000 with the same cut-off date of July 1<sup>st</sup>.
- d. Silent auction
  - i. Pat Flicker, development manager at WACOSA, has an event committee who are collecting silent auction items from area businesses.
- e. T-shirts will be available for sale on the event page with a cut off of ordering by July 1<sup>st</sup>, 2023 ([www.wacosa.org/bash](http://www.wacosa.org/bash))
- f. Food & drink tickets are available for sale at \$20 each. This ticket is for one meal from Jimmy Z’s food truck and either a WACOSA named beer or a WACOSA named root beer. These will be available at the event but presale is recommended.
- g. This event is free and family friendly
- h. The band Retro will be playing during the event

### 2. Marketing for sponsorships

- a. A letter was sent out to previous and potential known sponsors
- b. Pat also calling previous and potential sponsors
- c. Ann will be doing thank you posts on social media thanking those who have sponsored with a link for others who may wish to sponsor

### 3. Marketing the event

- a. Social media posts
- b. Event page on Facebook in which Back Shed Brew will also promote
- c. Requesting signs be posted at area businesses that gave sponsorship or silent auction item.
- d. Email blasts

- e. Flyers sent home with WACOSA clients
- f. Internal staff marketing
- g. Ticket sales in thrift store
- h. Ticket sales at annual appreciation picnic

#### **4. How the Marketing Committee can help**

- a. Create scripts for WACOSA board members for ticket sales, inviting people to event, sponsorships or silent auction items.
  - i. Include the suggestion of companies buying blocks of tickets for their staff
- b. Volunteer at event
- c. Come to event and network with stakeholders
- d. Sell tickets
- e. Help find new sponsors
- f. Help get silent auction items
  - i. Please coordinate any effort for silent auction items and sponsors with Pat Flicker.

#### **5. Event brainstorming**

- a. Suggested that we work with area businesses to potentially buy blocks of tickets for their staff
- b. Find a way to have the history of WACOSA printed off and more accessible for individuals.
- c. Find out if we can have table tents throughout the venue, including the main area that we are not renting, that invite others to donate with QR code.
- d. Create posts to boost

#### **6. Other**

- a. Ann announced that she will be getting her dual Online Marketing Certification through the American Marketing Association and the Digital Marketing Institute
  - i. Ann will be sure to carve time in to schedule to complete classes.
- b. Ann working on KPI and better understanding when, where, and how to get this information from our digital marketing streams
- c. Ann and Laura have started a document that will include our marketing strategy and best practices. No movement on this currently.
- d. Discussed AI usefulness and the effect it is having on writing, art, etc.
- e. Discussed newsletter, how we plan to change it and how we reach our stakeholders.

#### **7. Wrap up**

- a. Ann will be emailing minutes that include how the marketing committee can help.
- b. Ann will find out from Pat how many silent auction items we have, and what our goals are.
- c. Marketing committee will work on creating scripts for the board of directors.