

Ringette Association of Saskatchewan (RAS)

Growing Ringette Committee

Terms of Reference (ToRs)

Mandate

The Growing Ringette Committee is responsible for developing and implementing Ringette Saskatchewan's (RAS) marketing, partnership, and sponsorship systems with the goal of growing the sport. Marketing and sponsorship are about building relationships and are powerful tools to strengthen partnerships within the Association. These alliances provide essential financial and marketing support to potential partners of RAS while generating additional revenues to support RAS's mission and mandate.

Key Duties

The roles and responsibilities of the Committee include building and managing a cohesive and effective communication and marketing plan, specifically:

1. Awareness and Branding

- Create and implement a plan to elevate awareness, brand, and program offerings of RAS, such as Gym Ringette, Come Try Ringette, and Children's Ringette.
- Define a communications strategy to strengthen the brand and raise awareness and engage our members, partners and sponsors through social media, the website, YouTube, and other platforms.

2. Sponsorship and Fundraising

- Develop and manage plans for acquiring and servicing RAS's sponsors.
- Develop and secure corporate sponsor partners and build long-term corporate sponsor relationships.
- Identify potential donors, sponsors, and relationships to enhance RAS's programs.
- Create a sponsorship matrix
- Manage and implement appropriate sponsor thank-you and recognition processes.

3. Planning and Budgeting

- Provide input into multi-year plans and annual budgets based on marketing plans.
- Formulate and recommend policies and strategies for sponsorship, partnership, marketing, communications, and media relations.
- Recommend the hiring of appropriate expertise to support marketing, communications, and media relations as required.

By focusing on these key areas, the Growing Ringette Committee will drive the growth and sustainability of ringette in Saskatchewan, ensuring the sport reaches new heights of success and community engagement.

Authority

The Committee advises the RAS Board of Directors on marketing and communications.

Composition

The Committee will consist of:

- RAS Executive Director
- Other members approved by the Board as needed

Committee Qualifications

Members should have:

- Marketing experience is an asset
- Honesty, integrity, and passion for the Association's success
- Ability to collaborate with Committee members, share ideas and take action.
- Attend regular Committee meetings

Meetings

The Committee will meet as required (once per month) in person or electronically via Zoom.

Resources

The Committee will receive necessary resources from RAS to fulfill its mandate and may receive administrative support as needed.

Reporting

The Committee will report at every Board meeting and submit a written report at every Members meeting.

Approval and Review

The Board will regularly review these Terms of Reference, with input from the Committee as needed.