

Marketing Committee
September 21, 1995

Meeting called to order at 10:32am by Nancy Ridout, Chair.

Overview of Completed 1995 Projects

Planner - The USMS Planner production was resumed in 1995. It was very well received, and a 2-year planner is being considered for 1996-97.

Affinity Card - The USMS Affinity Card, through MBNA, was authorized by the House of Delegates in 1994. Approximately 13,000 letters were sent out by MBNA, but many not received. Just under 1,300 cards have been initiated. If USMS does their own marketing and signing up of card holders USMS receives \$10 or \$15 per card instead of \$1 if the sign up was MBNA marketed. We will make a concerted effort to sign up all our delegates here at the convention.

Sponsorship Packet/National Sponsorship Program - Two sponsors, Powerbar and Kastaway, have signed on forming a good foundation for the first year. Additional sponsorship will be pursued.

Building a Successful Masters Club - This booklet, with information about many aspects of clubs and teams, was printed after input from marketing committee members and various other USMS committees.

Places to Swim - An updated booklet was produced and has brought in more than \$2,000 in revenue.

Participation in Aquatic Forums - Mary Lee Watson, Jim Wheeler, and Lil Hanneman attended various conventions and forums and received a very good response to USMS, as well as sold USMS produced materials.

Video Tape Distribution - Public service announcements of various lengths are being produced.

Clothing Line - Mel Goldstein discussed the sales of USMS merchandise through Kastaway. Sales during the first quarter of 1995 was approximately \$10,000; almost \$7,000 in sales was realized in the second quarter. New products will be introduced soon.

Analysis of Revenue Producing Projects

National Sponsor - One Silver Medal (Kastaway) and one Gold Medal (Power Bar) packet have been sold. Committee members are continuing to search for new sponsors. It was noted that USMS needs to provide a little more in "customer service" to the sponsor, possibly through a liaison. Patty Kast noted that little things could be done; little perks such as hospitality at meets. Committee members noted the need to work with National Championship hosts, and others groups, to make sure that the sponsors get some preferential treatment. The need to have a number of vendors appropriate to the site, number of people, etc., without becoming too restrictive on the host was also discussed.

Currently there is not enough data to analyze the success of the sponsorship packets. The committee needs to collect data on the responses of people to the packets which were distributed. There is a need to attempt to reach potential sponsors outside of those currently involved in swimming and other sports. The committee recommended that the package be kept the same and members continue to look for new sponsors.

Affinity Card - Only a partial member list was used when MBNA sent out informational material; more marketing has occurred since that time (by USMS, and telemarketing by MBNA). There has been almost a 10% response which is high for this type of marketing. If USMS produces marketing resulting in a new account, USMS receives \$10 or \$15 per card instead of \$1 which is received if the sign up results from MBNA marketing. Carl House will write a short information item which can be used in newsletters to announce the availability of the card. Another 17,000 USMS members will be receiving a mailing from MBNA.

Clothing Line - Sales are doing well.

Decals, Posters, *Building a Successful Masters Club*, *Places to Swim* - Income has been realized from sales of all. Michael Collins brought up the possibility of reformatting *Building a Successful Masters Club* to include in the Coaches Committee's Coaches Manual.

Additional Revenue Producing Opportunities

The committee has a group of proposals for programs and commodities. It was recommended that the committee consider these when it reconvenes.

The rough video of the public service announcement clips was shown. There exists the ability to add a trailer with a local contact. The video should be available by the end of the year.

Bill Black updated the committee on the Masters Swimming section on CompuServe. Over 11,000 messages have been posted by 171 different people worldwide, with probably another 10-30% passively reading. A survey was sent out to receive feedback, on the message section and Masters swimming. The section could be much more useful for posting information and entry forms.

Meeting adjourned at 12:30pm. To reconvene at 1:30pm.