

2016 WBC Report to Members – Marketing and Communications

It has been another busy year in the area of Marketing and Communications.

The IWBF has awarded WBC the right to host the Men's U23 World Championship, which will take place in June of 2017 in Toronto. The formulation of the organizing committee and the delivery of the business plan components are already well underway, including in the area of marketing and communications. Hosting events continues to provide a platform for WBC to seek sponsorship, foster partnerships, increase awareness, increase funding and so much more.

The communications team welcomed a new addition in November 2015 with Lindsay Crone joining the organization in the role of communications coordinator.

The communications team continues to strengthen the online presence of the organization with enhanced audience reach and engagement through its website and social media platforms. With the spotlight on the Rio 2016 Paralympic Games, progress was also made in the areas of media and public relations, increasing sport and brand awareness while sharing stories from within our wheelchair basketball community.

In the area of sponsorship, WBC has contracted consultant Jason Robinson to assist the organization with partnership acquisition. He will work to acquire sponsors to support the organization and the junior men's world championship in 2017.

WBC has already seen some progress in this area. Hooper Law, a personal injury law firm based in Hamilton, Ontario, has joined the WBC family as a sponsor of the women's national team program.

WBC also successfully delivered the second edition of its annual fundraising tournament, re-named Hoopfest, in May. The tournament grew substantially from 6 teams in 2015 to 16 teams in 2016. A special thank you to all of the partners, volunteers and athlete role models for their help in making this event a success. WBC will continue to host this event in future years in an effort to increase revenue and enhance relationships with partners.

Once again we reached out to our donors with our annual direct mail campaign. We are also introducing a stewardship program to recognize donors and ensure we let them know we are grateful for their support of WBC. WBC has also been reaching out to Foundations and granting agencies to apply for funds to support our various programs and services.

I wish to thank Wendy, Courtney and Lindsay for all of their efforts in moving initiatives forward within the marketing and communications portfolio and I look forward to even greater progress in the year ahead.

Respectfully submitted,

Kathy Newman

VP – Marketing and Communications