

SPECIAL PROJECTS MANAGER REPORT

Promotion of 5 Pin Bowling and the Master Bowlers Association continues to be a difficult task. Specifically, while getting the attention of the corporate world is a challenge, the Master Bowlers Association has been blessed with support from within the industry.

Hall of Fame member Anna Swartzman continues to bring support from her employers, Shoppers Drug Mart, and, each participant from Special Olympics received full gift bags at our annual tournament last November. In addition, Hall of Fame member Don Walker has come forward and will sponsor a major tournament at Pla-Mor Lanes in St. Catharines and Don joins a long list of supporters that are covered, in detail, in our Sponsorship Report.

Special Olympics Canada has also produced a five minute video to showcase our sport and Special Olympics nationally, and Ontario assisted in the national distribution of this item.

This year we also welcomed a marketing student from Seneca College. Ashleigh Maisels who is working with both Dave and myself to review the Pro-Am and also undertake a marketing campaign using our subscription to the National List of Advertisers. During the period, January to April, we will prepare, distribute and follow-up on a one pager that will hopefully keep our sport and recreation in front of prospective sponsors. Specifically, we have to add value to the Pro-Am ticket to keep it viable in the coming years.

Last year, we mentioned our ongoing discussions with the duckpin bowlers south of the border. I can tell you that, while it always looks promising, they appear unwilling to enter into meaningful discussion for two-way competition.

Finally, we continue to believe that there is a possibility for sponsorship expansion; the reality is that this hope becomes more challenging each year.

Respectfully Submitted,

Walter Heeney
Special Projects Manager