

SPMS 07/18/24 Marketing Report

August is Try Masters Swimming Month. I encourage clubs to participate and use the Olympic Theme in some way at workouts and socials. Perhaps BYOF, as in Bring Your Own Friend, or TGIF, Thank G-d It's Friendsday could be used to attract attention to Try Masters in an effort to grow club membership. Members could invite friends to swim with them at a workout to try us out.

Co-branded swim caps are illegible for reimbursement. If your club orders caps using both club logo and SPMS Logo, please apply to Marketing Committee for reimbursement.

Please save the date of Saturday, November 9 for USMS Coach Certification Courses and Sunday, November 10 for stroke clinic and SPMS Annual Meeting with guest speakers. Think of it as a SPMS Swimfest Weekend! These events will all be held at the Woollett Aquatic Center in Irvine, CA. Thank you Michael Collins for getting us this venue. More information about these events will be emailed to all members soon.

Marketing supplies are still available including SPMS orange/red caps and luggage tags. Just ask and you shall receive.

The SPMS Marketing Committee is composed of Ralph Porrazzo, Lucila Davies, and Anita Cole.

If you need help with Instagram social platform posting, contact Ralph at rporrazzo@rosebowlaquatics.org

If you need help with creating a digital flyer, contact Luci at Lucila.Davies@gmail.com

If you want marketing supplies or to just talk marketing strategies, contact Anita Cole by email or text message.

Thank you for your continued support.

Anita Cole
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