

# GRASSROOT PROJECT 2018



## MARKETING BOARD MEETING MINUTES

Subject: Marketing Group progression and new ideas

Date: 13/11/2017

Attendees Present: Stefano Raus (SR), Jenni Ahonen (JA), Mette Lammi (ML), Kiia Kontturi (KK), Armi Hakkinen (AH), Ana Zurita (AZ)

Attendees Absent: Francesco Baruti (FB)

Meeting was called to order from 10.15 at the back of Bubble.

### **Wrapping up what was done before the meeting:**

During the last meeting the group agreed on different tasks we will do: ML made a luonnos of the poster. KK got the yp-rights for Facebook account and Instagram. AZ promoted the event at a school in Heinola and got contacts for the future. AH sent the sponsorship email to the whole grassroots project group. The different media channels will be chosen before 17.11. by the marketing group.

### **Final tournament:**

It was suggested that we would be selling sausages at the tournament. KK will find out about this and let everyone else know how the sausages will be arranged. The group agreed.

Lottery during the project was suggested by AH. Tickets will be sold for this with prize 2€/ticket during the project and the final tournament as the main event where the prizes will be won and jaettu. The sponsors products will hopefully be used in this. The marketing group will also ask everyone (Kalle, Martin, Tiki, Jepu, Juuso) with contacts to get a jersey from different and hopefully famous people like: Teemu Selänne and others.

### **Promotion video:**

SR suggested filming a promotion video in the previous meeting, this idea got further by planning on the video. It was suggested that there would be Martin and our hockey guys filmed playing and coaching hockey, the whole group shouting together like Welcome to Korttelikiekko. Everyone agreed that ideas will be listened.

It was also notified that the promotion video should be made as soon as possible, latest by the end of November.

Meeting adjourned at 10.58 am.

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Kiia Kontturi  
*Secretary*

*UPDATING: after Organising group meeting Stefano talked with Miika and they got the following 3 points.*

- 1) translate in finnish language the Sponsorship Proposal*
- 2) email list from last year participants – send this year flyer*
- 3) Radio times – easy to get – ask Emmi DP15*