

# GRASSROOT PROJECT 2018



## MARKETING BOARD MEETING MINUTES

Subject: Marketing Group Roles

Date: 23/11/2017

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

Attendees Absent: --

Meeting was called to order at 9:00 am in Areena. Quorum was established.

### Wrapping up what the group was supposed to get done for the meeting

FB has contacted Yle Lahti, Radio Voima, Etelä-Suomen sanomat, Iskelmä Lahti and RadioCity Lahti.

KK has contacted KCM Kaakkuri to sponsor the event, they haven't answered yet.

Sponsors we have gotten:

SR has made a promotion video for the event and will make another one soon.

### To do:

Four items from everyone for the lottery → Tickets will be sold at the school visits and final tournament.

FB will contact last year's contactor (Emmi Ruokonen) for more contacts and information about the medias.

KK promised to contact the medias by phone in case the medias don't reply to the email FB sent.

ML and AZ will contact different schools and arrange the meetings.

For now, school visits have been planned to be arranged for 7.12., 11.12., 12.12., 13.12. and 14.12.

→ Tickets for the final tournament's lottery will be sold at the meetings.

KK will send a newsletter to last year's participants about this year's event and actively promote the event in social media.

AH will ask Mainosbuumi for stickers.

SR will plan the medals for the final tournament and design a proposal about them. JA will order them.

### Last year's ontacts for Grassroots school tour:

Karisto: Contact: Hanna Alava, 044-7161912, [hanna.alava@edu.lahti.fi](mailto:hanna.alava@edu.lahti.fi)

Metsäkangas: Contact: Hedi Heska, [heidi.heiska@edu.lahti.fi](mailto:heidi.heiska@edu.lahti.fi)

Renkomäki: Contact: Elina Toivanen, [elina.toivanen@edu.lahti.fi](mailto:elina.toivanen@edu.lahti.fi)

Mukkula: Contact: Olli-Pekka Heinonen, 050-5597833, [olli-pekka.heinonen@edu.lahti.fi](mailto:olli-pekka.heinonen@edu.lahti.fi)

Ahtiala: Contact: Ari Mattila, 050-5597844, [ari.mattila@edu.lahti.fi](mailto:ari.mattila@edu.lahti.fi)

Contacts still missing: Heinola, Hollola, Kämpänen, Nastola + Pajulahti.

Meeting adjourned at 10:05 am.

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Kiia Kontturi  
*Secretary*