



## **9.0 Concession/Merchandise Coordinator**

If the facility allows food sales can boost earned revenue from the meet. Cold Drinks and Healthy snacks can be sold throughout the meet. Hot dog and Hamburger sales can also boost revenue significantly when sold during solo/duet and team events.

Post signs throughout the building advertising food sales and their location.

One approach to merchandise sales can be through a contracted provider who provides all merchandise, sets up their own booth and mans the booth for the duration of the meet with their own volunteers. In this scenario the host club usually receives between 10%-15% of gross sales.

Clubs can also provide their own merchandise by having their own t-shirts printed to sell. Other items can include water bottles, towels, shorts, key chains etc.

## **10.0 Program/Marketing Coordinator**

Once your club has been awarded a meet, the Program/Advertising Coordinator can begin to solicit advertising for the printed program. A good place to start is with all businesses that supply any service to your club, local businesses that will benefit from the meet and businesses that club parents are involved with.

Please note that all sponsorship must be approved by Synchro Ontario. If the Host Club arranges for or refers the sponsor to Synchro Ontario, the proceeds will be split 50/50. If Synchro Ontario arranges for the sponsorship, all proceeds will go directly to Synchro Ontario.

To avoid conflict between sponsors, neither Synchro Ontario nor the Host Club shall enter into a sponsorship agreement with, or advertise in any way, any corporation whose product or sphere of business activity is in competition with any other sponsor. Synchro Ontario's current sponsors take precedence and have some exclusivity. All sponsorship agreements and advertising are subject to the approval of Synchro Ontario.

The program should be printed several days before the meet to allow time for reprinting should there be any significant errors. Synchro Ontario also receives 4 full pages of the program free of charge for their use (to be received from the Project Coordinator) . Average costs per program for the 2012/2013 season were between \$4.00-\$6.00. Enquire with other clubs who hosted similar meets to see the numbers of programs produced. (Ex. 2010 OOAGSSC produced 400 programs with 395 being sold).

Synchro Swim Ontario endorses a Smoke Free and Peanut Free policy at all sanctioned competitions. Please ensure that the smoke free logo and Peanut Free logo are clearly visible throughout the printed program



The Chief scorer should be contacted well in advance and given the date that the swimmer draws will be needed in order to be included in the program.

Tip\* once swimmer draws are received double check the number of swimmers in each group with the Meet Managers master list of entries to double check that no swimmers have been left out of the figure draw.

On the first day of the meet a copy of the program should be left in each clubs file folder, Synchro Ontario's folder, the Chief Judge's folder and the Chief Referees folder. Additional copies should be left on the scorers table, the announcers table and the music table.

**10.1 Programs should include the following:**

1. Tentative Schedule of all events
2. Figure Draws and Prelim Events Draws
3. List of the Organizing Committee members
4. Welcome Letters from Club President, Synchro Ontario and Local Politicians
5. General Thank-you to Meet sponsors and all Volunteers