



## **Marketing Team Report**

The current marketing team consists of:

- Myself (Roger Proctor) – coordinator, brand, communications and sponsorship
- Andre Ozanne – PR and special projects
- Paula Fox – Topper Times Editor
- Chris Davis – Digital Project Manager
- Clive Grummett – Webmaster
- Chris Woodard – Reports/Social Media

Since Jeanette has left we are now getting growing support for Suzanne and Nerys.

Sincere thanks must go to Andre for his continual enthusiasm and 'raft' of ideas! It cannot be overstated how much of a contribution Andre has been making to the promotion of the class.

Chris and Clive have been central to the successful delivery of the website. Chris stepped in at a difficult time and brought clarity of thought and purpose to the project.

Clive, as always, has been magnificent in the organization, build and maintenance of the website.

Also many thanks to Paula who is now working on her last edition of Topper Times. Sadly she is stepping down so we are on the lookout for a volunteer who will, as always, be supported by the rest of the Marketing Team. Please do let us know if you can help.

I cannot emphasise to the class how privileged it is to have and had the support and hard work of Andre, Chris, Clive and Paula over the last few months.

In addition it should be mentioned, both Paul Luxford and Andrew Stirrup were instrumental in getting the original sponsorship arrangements in motion, and we are carrying on with their good work.

We have been working and planning on the following projects:

## **4.2 promotion**

It is clear that the 4.2 gives the class the opportunity to get younger and lighter sailors into the Topper earlier. They can then transition into the 5.3, so making their whole Topper 'life' longer. It is therefore an important 'door opener' to the class experience.

In the coming year greater emphasis will be placed on promoting the 4.2 and the 4.2 experience. In the first instance there is a film being planned with the cooperation of Topper International. More initiatives will follow,

## **Sponsorship**

Title/Gold sponsors – we currently have two Title sponsors - Volvo and GJW, who give us financial support.

GJW are in their final year of a 3 year deal. Negotiations have already begun on renewal at an increased rate. The signs are positive and anecdotally they feel that their association with the Class has been a wholly positive experience.

Less certain are Volvo. Currently we understand that they are in negotiations with the RYA and, until those are resolved, they cannot not make an ongoing commitment. However their agency 'Out of the Blue', felt that the Class had more than fulfilled on its commitments and were very happy to recommend us strongly to Volvo. So it is a question of waiting.

Partner/Silver sponsors – we currently have 5 who provide equipment support and prizes:

- Sailing Solutions powered by Rooster
- Optimum Time
- Clip International
- Harken

All in all, if we include a financial value on the 'in kind' sponsorship, the latest cash sponsorship deal if it comes off, advertising and TI's contribution, I believe the class has been benefiting to the value of around £20,000.

We cannot thank our sponsors enough for their support!

## **'Fun'**

We believe that enjoyment and nurturing a 'love of sailing' is central to the Topper ethos.

Recent articles in the press and various conversations have illustrated that there is a growing body of thought that there needs to be more of an emphasis on 'fun'.

Although it is at a very early stage, this is a debate that is being taken up in the class, with thoughts around how the fun often engendered in training is migrated into other areas, such as the Travelers for instance. This debate and work will be ongoing.

## **PR and special projects**

Andre Ozanne has been running this with the focus around several special projects.

### **Topper Taster Days**

This campaign and offer is to encourage clubs who do not currently have Toppers or a Topper fleet sailing to get involved. If they take it up they will receive a visit from the 6 boat trailer with coach, plus free entry for 3 sailors from their club to a national or regional event.

The trailer will also be carrying the half refurbished 30 year old Topper, to show them what can be achieved, as described in the Get your boar going campaign below.

### **Get Your Boat Going**

This is to encourage clubs, institutions and owners to get old boats upgraded and out on the water again. With relatively little work an old, dirty and faded boat can be made to look almost new. Supported by TI with discounted upgrade packs, this has caused huge media interest and significant take-up. There will be a 'Get Your Boat Going' film.

### **How Do You Measure Up?**

A competition with the support of Olympic Gold Medalist and former Topper National Champion, Giles Scott. With over 80 entries the winner will receive a visit from the 6 boat trailer plus coach, and free entry for 3 sailors from their club for a national or regional event.

Significantly Andre is also now involved with clubs around Chichester Harbour and encouraging more Topper participation there.

Andre has also been getting reports to Yachts and Yachting and social media.

## **Event Sponsor Coordinator**

This role has two functions. The first is to dress our events with sponsors' materials and the second is to look after the sponsors' representatives as and when they turn up to the events. This is now being ably undertaken by Nerys.

## **New website**

This is now launched. It took longer than anticipated through weight of work and, as previously stated, would not have come to fruition without the hard work of Chris Davis and Clive Grummett.

## **Topper Times Year Book**

We have moved from a twice-yearly printed TT to a Year Book. This is a high quality production to act as a permanent memento of the year. Paula's final edition as editor is in preparation.

The Year Book is to be supplemented by Topper Times e-newsletters. We hope for around 4 e-newsletters per year.

As previously stated, we are on the lookout for a new editor. So please do consider volunteering, you will get a lot of support and gratitude!

## **Social Media**

Chris Woodard has just started, so it is early days. Thank you Chris for volunteering.

## **Sailing club engagement**

We still need to fill this role, so again, please do consider putting yourself forward. The more engagement we can have with clubs the better.

The work Andre that is beginning with the Chichester Harbour clubs proves the value, and will no doubt deliver rewards for participation with the class.

## **Projects completed since the 2016 AGM**

Class website  
Sponsorship rules update  
Dinghy Show  
Get your boat going campaign  
How do you measure up campaign?  
Trailer graphics design  
Topper film  
Topper Taster days promotion  
Christmas e-Newsletter  
Sponsorship brochure update  
4.2 Yachts & Yachting advert  
Signal ashore and afloat leaflet  
Join the friendly class leaflet update  
Membership folder update  
Basic guide leaflet update  
Membership letters update  
Girls in sailing leaflet  
Membership card update  
Members guide leaflet update  
Squad descriptions update  
Yachts and Yachting advert for Racing Classes Review  
Business cards update

## **Projects to be completed or in the pipeline**

4.2 film  
Topper Times Year Book  
Topper Times e-newsletters  
Email signatures  
Sailing club promotional material  
Get Your Boat Going film

## **Marketing budget**

This has yet to be written and submitted to the Treasurer and Committee for approval.

## **Roles to be filled**

Any help is greatly appreciated. We need to recruit for following roles:

- Sailing club engagement
- Topper Times Editor