

ITCA (GBR) Marketing Report – 2019 AGM

PAST

Dinghy Show

- Combined effort between TI and ITCA worked well
- 'Join our Tribe' campaign came to life by exploring how Topper is a great for sailors looking to develop their skills in a friendly Class, with a fantastic coaching and development structure... and initiatives like the reactivation programme... that has seen dozens of boats recommissioned for use by new sailors

Topper Generations Films

- Produced for dinghy show initially
- Distributed through ITCA owner channels (good for celebrating what's been achieved.)
- Now need to share them to Topper feeder-Classes and Sailing Clubs

Topper Generations Tour

- A 6-boat fleet of Toppers, being loaned to clubs around the UK, to promote Topper Sailing and access to the Class Association, was relaunched at the DS
- It's been taken to Junior Week at Borne End
- And is booked to go to: Bosham Junior Week; Salcobme Yacht Club; West Kirby; and the RYA OnBoard Championships at Derwent Water

PRESENT / FUTURE

Sponsor Engagement

- Working with GJW to improve ROI (Flags, stickers & potential activation at Nationals)
- Working with all sponsors to gather contributions for the Nationals Brochure
- Looking for sponsor cash contributions towards the marquee we'll need at the Nationals in Largs (details can be shared with anyone that is interested / has a recommendation)

Member Engagement

- Improving reporting of events (better photography and video)
- Producing videos of volunteer stories, to improve awareness of what each role involves, to encourage greater participation

Other Business

- We're on an ongoing hunt to increase sponsorship for the class, to aid our growth and underpin investment in safety and the quality of National Events, so 'introductions' would be welcomed.