

# Oakville Rangers Hockey Club

## Marketing Report

### AGM – August 2023

Over the past season, we have been very active in supporting the objectives of the Club and celebrating being an Oakville Ranger.

We experimented with new programs, promoted new initiatives, celebrated our team victories, and supported local community efforts.

We successfully leveraged local media, particularly the Oakville News, to cover our activities on a team and Club level throughout the year.

One of the more notable programs supported was the inaugural Oakville Rangers Winter Classic tournament. We supported this initiative through digital and social media, helping to create one of the largest tournaments in Canada – in our first year.

We also experimented with 50/50 digital draws, learning the best way to create these programs to maximize the value for the winners and our Club. Further refinements and additional fundraising activities will be launched in the upcoming season.

Many other programs developed and promoted throughout the season included:

- Launch of the Oakville Rep Academy program
- New Oakville Rangers Hockey Club office, located in Sixteen Mile Sports Complex
- House League Championship Week
- Hockey is for Everyone
- OMHA Championships
- Developed all new jerseys and player apparel packages in partnership with BarDown
- OHL Draft
- Dozens of Charity spotlights on our teams throughout house league and rep in our community

We look forward to communicating more information on exciting new initiatives for our upcoming season!

