



Oakville Rangers Hockey Club 2024 Annual Meeting Executive Report - Marketing

We are pleased to report a highly productive season from a marketing perspective, effectively supporting the Club's objectives, including promoting registration, highlighting team wins, community service, and our various programs.

This season, we expanded our marketing efforts by adding TikTok to our list of channels. The content we've created has already resonated well with our Oakville audience, and we plan to enhance our efforts on this platform in the upcoming season.

Despite the challenges posed by the Meta (Facebook, Instagram) news ban due to the Online News Act (Bill C-18), we successfully promoted our team and Club activities. We leveraged local media, particularly OakvilleNews.org, to ensure continuous coverage of our events throughout the year.

Key programs that received significant promotion and saw tremendous success include the newly launched Goalie Development Facebook Group. This group connects Oakville goalies with industry experts, providing valuable tips, tricks, and live video sessions.

We also celebrated the launch of the Showdown in O-Town tournament. This house league tournament, matching the premier level of the Winter Classic Tournament, is quickly gaining recognition as one of the best-run tournaments in Canada. We are extremely proud of this achievement.

The Club's largest 50/50 Draw, held during the Winter Classic Tournament, saw the winner take home over \$9,000. Additionally, we supported the OHF U15AA Championship by generating awareness and conducting a special 50/50 draw.

Our experimentation with digital 50/50 draws provided valuable insights, allowing us to maximize benefits for both winners and the Club. We plan to refine and expand these fundraising activities in the upcoming season.

Other notable programs promoted throughout the season included:

- Gift of Giving Back, resulting in over \$330,000 worth of food donations
- The OHL Draft, where 13 Rangers were included in the priority selection, with Ethan Belchetz drafted #1 overall by the Windsor Spitfires
- A successful Jr. Leadership Program volunteer drive
- Supporting the Oakville Blades in their bid and hosting of the Centennial Cup

We are excited about the new initiatives and potential partnerships lined up for next season. We look forward to sharing more details with you soon and are confident these plans will contribute to another successful season for the Oakville Rangers.