



Marketing Report for 2025 Annual General Meeting

The 2024/2025 season was very busy for the Marketing section of the Newmarket Stingrays Board of Directors. The seasons started off strong over the summer months attending a number of community events to promote our Fall Tryout Camps. We attended moonlight movies on August 13, 20, 27 and 28 as well as Music in the Park for the Bob Marley Tribute Concert on August 1. These community events were opportunities to share more about the Newmarket Stingrays, including having athletes speak about their experiences. We also procured and distributed many bag signs across park and public locations close to Magna Centre and Ray Twinney, relying on the support of parent volunteers to put these signs out and collect them. Our school board partners supported distributing our Try Out camp promotional material as part of their back to school campaigns. Finally, we established a strong relationship with our Ward 1 Councillor to help promote Newmarket Stingrays amongst her constituents.

We revamped the Sponsorship Package for the 2024/2025 season and were able to secure one sponsor for this season. This Sponsorship Package will continue to be used for the 2025/2026 season, so if you know any businesses looking to sponsor us – or if you want to sponsor us yourself as a business owner, we would love to hear from you!

As is tradition we participated in the Newmarket Santa Claus Parade with a great turnout of athletes and even an inflatable Stingray made the cut! We are already in talks about how to make our float even better!

Before 2024 wrapped up, the Marketing section helped pull together a grant application for Ontario Trillium for additional funds to support club operations and expansion plans.

As we moved into 2025, we continued to look for sponsors and opportunities to promote ourselves. We are taking advantage of an earlier try out camp in June 2025, so have refreshed some of our promotional signage include a new addition which you may have already seen on deck!!!

Thank you to everyone for their support throughout the 2024/2025 Stingrays Season. We look forward to much of the same in 2025/2026 season, but with more opportunities for parent volunteers to roll up their sleeves, come out to events and promote our club!

Respectfully submitted,

Scott Cholewa

Marketing Director

Newmarket Stingrays Swim Club