



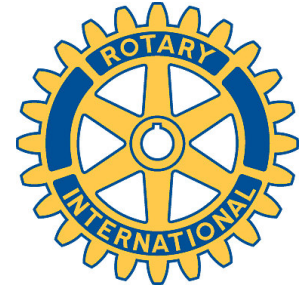
Summit County Rotary Club

Marketing, Advertising & PR

July 2008 – June 2009



Summit County Rotary Club



***President
Bill Reetz***

**Vice President
Sandy Mortensen**

**President Elect
Eric Fisher**

**Secretary
Linda
Lichtendahl**

**Treasurer
Celia Johnson**

**Sgt. At Arms
Pat Seeboth**

**Club
Administration
Julie Ann Cobb**

**Membership
Stephen Straight**

**Fundraising
Jim Brook**

**Youth &
Professional
Development
Lori Slota**

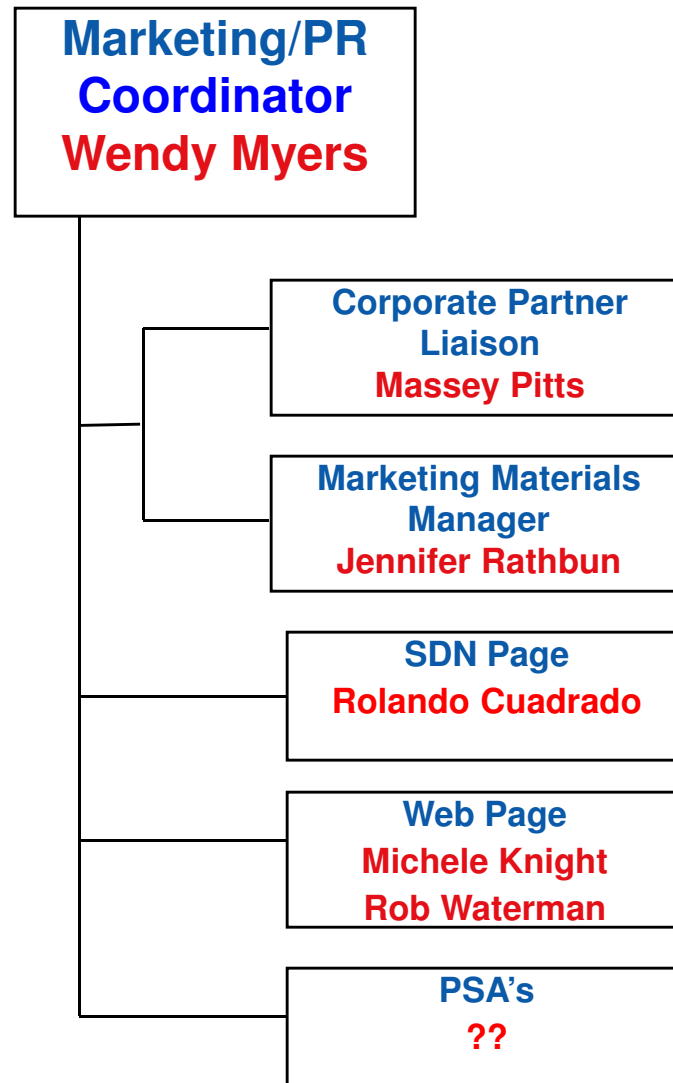
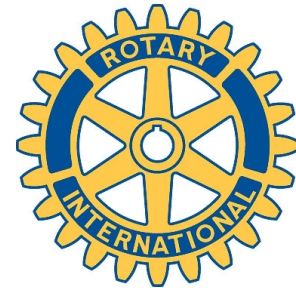
**Community
Service
Joni Ellis**

**Foundation & World
Comm. Service
Deb Hage**

**Marketing/PR
Wendy Myers**



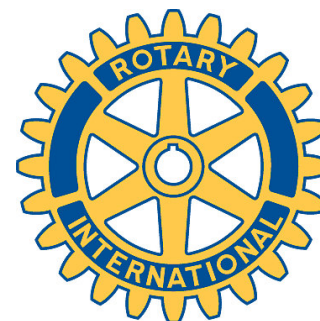
PRESIDENT
OFFICERS





Marketing/PR Coordinator

Wendy Myers



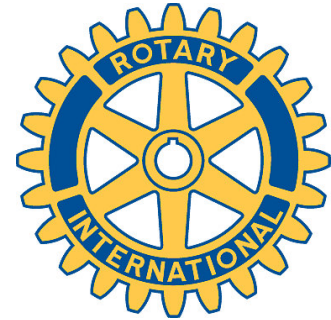
Track negotiated partner & sponsor agreements

Help coordinate event committee efforts with their marketing needs

Ensure SDN page is complete and submitted

Connect with the Web page coordinator to meet Club demands

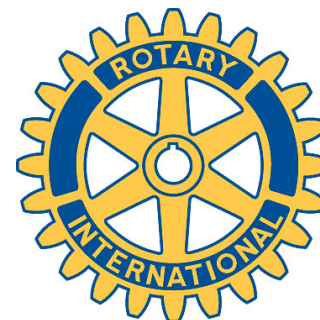
Assist with PSA's and e-blasts



Corporate Partner Liaison

Massey Pitts

- Negotiate current corporate partnerships and sponsorships
- Cultivate new relationships to raise corporate sponsor dollars
- Track partnership values and re-cap terms bi-annually
- Work with treasurer to insure partner payments
- Liaison for marketing committee and event head coordinators to facilitate partnerships



Marketing Materials Manager

Jennifer Rathbun

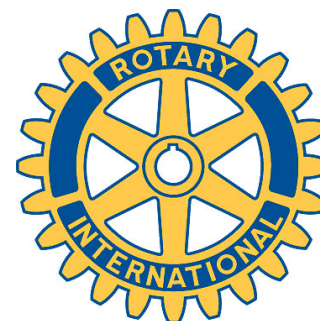
Create or outsource advertising materials for all event committees

Single channel all Club marketing

Generate public mailing lists for Club utilization

Utilize public relation opportunities by publishing marketing initiatives

Develop tangible promotional media



SDN Page

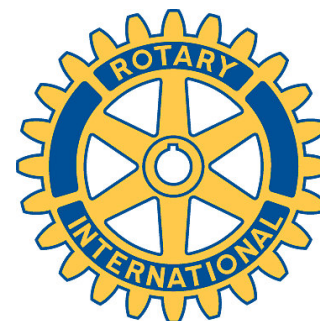
Rolando Cuadrado

Acquire a Rotarian business as monthly sponsor

Ensure each month's sustaining article highlights Rotary

Coordinate and proof copy for the SDN for monthly Rotary page

Submit copy to SDN for publication



Web Page

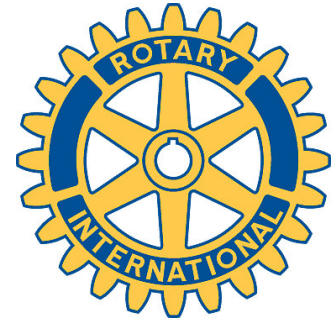
Michele Knight

Coordinate the www.summitrotary.com website

Post club documents as submitted by committee members

Serve as a resource for functions such as the bulletin, club directory, event volunteer management, and corporate sponsorships

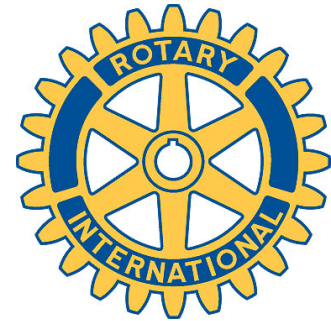
Provide access to electronic media exposure for Club



PSA's

Your Name Here

- Create or post PSA's for Club-specific events
- Send mass e-blasts of vital information
- Screen material to ensure Club appropriate



Summary

We can help promote all Rotary events

Poker Showdown

Ice Melt & Ice Ball

Car Giveaway

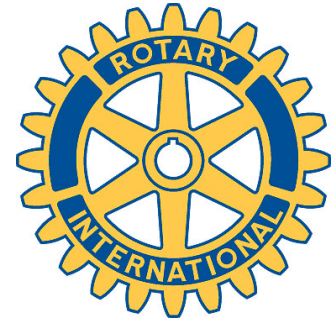
BBQ at the Summit

Other Activities

Rotary Initiatives



Avenues of Promotional Support



Media

Radio Stations
Newspaper
Television

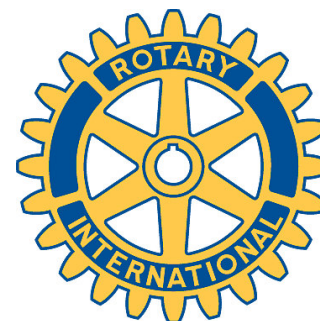
Website

Monthly Rotary publication in Summit Daily News

Weekly bulletin at Rotary

Press Releases

Other Partnerships



How We Can Help You

Help set goal for annual fundraising budgets

Analyze media needs for each Rotary event

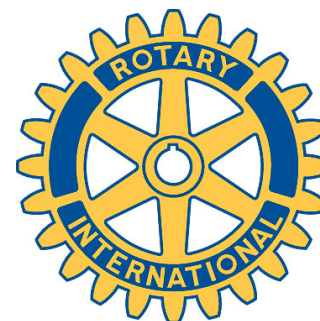
Designate dollar amounts for specific media profiles

Raise corporate sponsorship dollars

Utilize public relations opportunities by writing press releases for all rotary initiatives



How to Contact Us



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