

## SPMS Marketing and Club Development Report for September 21, 2023

The SPMS Marketing and Club Development Committee composed of Anita Cole, Ralph Porrazzo, and Lucila Davies is working hard to gain greater attention through social media and grow membership through marketing tool suggestions offered to club contacts. We are also offering reimbursement to clubs for marketing items purchased, but club must first get approval before ordering items. So far only fo only 4 clubs have shown interest in this new marketing opportunity. I have not yet received any price quotes for requested reimbursements for co-branded (club logo with USMS and SPMS logos) marketing item orders like caps, banners, stickers, etc.

USMS is still offering free co-branded banners for clubs. Please email Melanie Jaudon to place your club banner order at [mjaudon@usmastersswimming.org](mailto:mjaudon@usmastersswimming.org)

There have been several Club Swimmers of the Month nominations since our last SPMS Zoom Meeting. Coaches, I highly recommend that you use this award more frequently. This is a great motivational tool for swimmers. It is especially meaningful for the fitness swimmers who do not compete at swim meets or new swimmers making great effort to improve. Please visit our SPMS Website Awards section to read all about it. Swimmers love the automated certificates that they receive. Maybe clubs could share these certificates on their club social media platforms as well as email them to Ralph for our SPMS Instagram as well as Jorge for the SPMS Newsletter.

Lucila has been working hard on plans for the upcoming Fall Fitness Progressive Mile Swim Challenge on Sunday, October 15 at Palm Park Aquatic Center Pool located in the Greater Whittier area at 5703 Palm Avenue, Whittier, CA 90601. Every SPMS swimmer has been invited via email. The cost is \$10 per swimmer or proof of registration for the USMS Fall Fitness one mile swim event. The 2023 USMS Fall Fitness Swim Cap will be my admission ticket to this October 15 event. Luci can explain more details during the meeting.

Ralph has been posting on Instagram. Coaches, please assign a swimmer to take photos at your swim meets. Please send photos to Ralph by DM to SPMastersSwimming Instagram page or email Ralph at [rporrazzo@rosebowlaquatics.org](mailto:rporrazzo@rosebowlaquatics.org)

Please send articles and photos to Jorge Ferrero regularly for the SPMS Newsletters.

There is a new SPMS Swim Club at the Van Ness Pool at the Van Ness Recreation Center located at 5720 2nd Avenue, Los Angeles, CA 90043. Workouts are offered on Tuesday and Thursday nights from 6 to 7 pm. Please help spread the word about this new swim club in South Central LA. Lucila Davies has created a digital banner for this new swim club which she will share during the meeting. The name of the club is Unidos Masters Swim Club and Luci is the coach.

We welcome your ideas and would like to hear how you are marketing your club and how we can help your club grow or be better for your members. We are also interested in knowing where you think a new club should be created.

Thanks for your continued support in our marketing efforts.

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