

Marketing & Awards – AGM Report April 2026 - Kate Drake

This season, the Marketing & Awards role focused on maintaining consistent communication, supporting team staff, and celebrating the achievements and growth of our players across all levels.

Marketing

Social media remained the primary communication tool throughout the season with regular updates shared to promote registration, events, tournaments, and association news. Engagement continued to grow, with a focus on highlighting team successes and player development to help build a strong sense of community.

A weekly 'Star of the Week' feature was introduced to recognize individual players across divisions from U6-U12. This was a positive way to celebrate effort, improvement and sportsmanship. It was well received by families and players.

Ongoing communication was maintained with board members to ensure alignment and consistency in messaging. Support and guidance was also provided to U6 and U8 managers throughout the season, helping them navigate expectations, communicate effectively with families, and create a positive experience for younger players.

Awards & Recognition

The awards program emphasized inclusivity and recognition of all types of contributions, including teamwork, leadership, sportsmanship, and personal growth. Awards for Most Sportsmanlike, Player of the Year, Goalie of the Year (Jr & Sr), Volunteer of the Year, Jr Coach of the Year and Coach of the year were awarded. We had a record number of coaches nominated this year! In total, 23 awards were given out for the 2025-26 season at the AGM awards ceremony.

Events & Involvement

Support was provided in planning and organizing the U8 Lollipop Tournament, including planning and coordination, contributing to a fun and successful event for players and families.

The association was also proudly represented in the Canada Day parade, helping to promote ringette within the community and increase visibility for the organization. It featured players from U6-U14 from our association.

Additional Contributions

- Promoted association events and initiatives to increase participation
- Highlighted players and volunteers through regular social media features
- Helped maintain consistent messaging and branding across platforms
- Supported new managers and coaches throughout the season

Looking Ahead

Next season presents opportunities to continue building engagement and to expand player recognition initiatives.