

Marketing and Media Commission - Report to EDBF Congress

Dear delegates we are here today to spoke about what my commission have done this year, trying to focus better on the main points, and fix the goals for the next year trying to learn more about the topics we have just started to address.

My commission as you know has many tasks to solve, managing the media, trying to find some sponsors and trying to find a way to get a revenue promoting the merchandising.

For what concerns about the media, we have to thank to a member or our commission Isaac that push a lot of content in the social media making increase the number of follower in instagram reaching the 1781k and on Facebook reaching 4422 K of follower.

This year probably we should launch the magazine but to make this project real we need to receive contents also from all of you because we are the federation and we should work together, that's the only way to do it.

We rebuilt a new web site that it's easy to navigate, always with a fresh looks thankful to the new homepage that change with the social media downloads.

We also developed a new App and not a simple app made from Wordpress but a Native App that use is written in 2 codes one used especially for the Apple platform and the other for the Google play platform for Androids. This app it's available on the market at one cost in a rage between 6k until 15/18 k and we have it for less that 1.5 k. The future project that involves everyone of you and it is to develop a widespread network of apps that could connect each other all the teams/clubs of a nation with the own nation and all nations to the edbf app.

For what concerns about the sponsorship campaign I talk to the member of my commission that was selected for that and he said that he could teach to someone how to do the work but he couldn't be the man who will contact directly the companies because it's a work and he don't have all this time to spent so I'll ask to him to give me the information. This year we make an agreement with mr and we obtain 10k from and 10 boats the Champion so we should all be grateful for his support we hope this could be the right line to follow and we should start to think how to find a way to make it continue so maybe we could make some contract of sponsorship including more than one year. Anyway this our point of start we will increase this budget trying to include more companies in this project.

For the merchandising project I presented in Barcellona my kind of fashion line that I would like to promote that's remind to a famous sport brand Nike and I suggested to do a test counting on our strengths to check how the project should take the right direction and shape. The reason why I think we should do it are:

1. if I go to promote this project to another brand they immediately ask me which are the numbers of our participants, in which percentage they buy, which are the main items that they buy , how much money we made last time and the other details about revenues and income they could aspect. And now a day we don't have all this answers so they will believe that it should be their own risk and probably they could not accept.
2. I can't go to them without a contract with all the rules approved by edbf. I asked to a lawyer to make a basic contract for us especially for this reason but we have to discuss about the details.
3. The third reason was to check if the brand likes or we have to change some item or all, probably before to invest we should know in advance.
4. We will open a race for the merchandising internal and external dragon boat but we will decide all together the designs, my commission will works on the designs, also in collaboration with the brand that will win the race and we will send you all the designs 3 or 4 months before the event.

So what we aspect is:

1 to make the contract

2 Then to the race of merchandising

3 choose the win

4 decide the designs

5 promotes on web site making some preorder event t-shirts

5 open the online store on the website and on the app with the possibility to buy online and took to the event

So this are all the topics and the issues that we had and we will have also this year,

I would like to thank all my commission for the support and I would like to apologize if in the past days we have some exchanged emails disagreeing on some points, but we are developing this project together and it is normal that at the beginning there are some misunderstandings. I hope we will grow together everybody teaching something new to the others.

Thank you for your attention,
Marketing and media commission Chair Holder