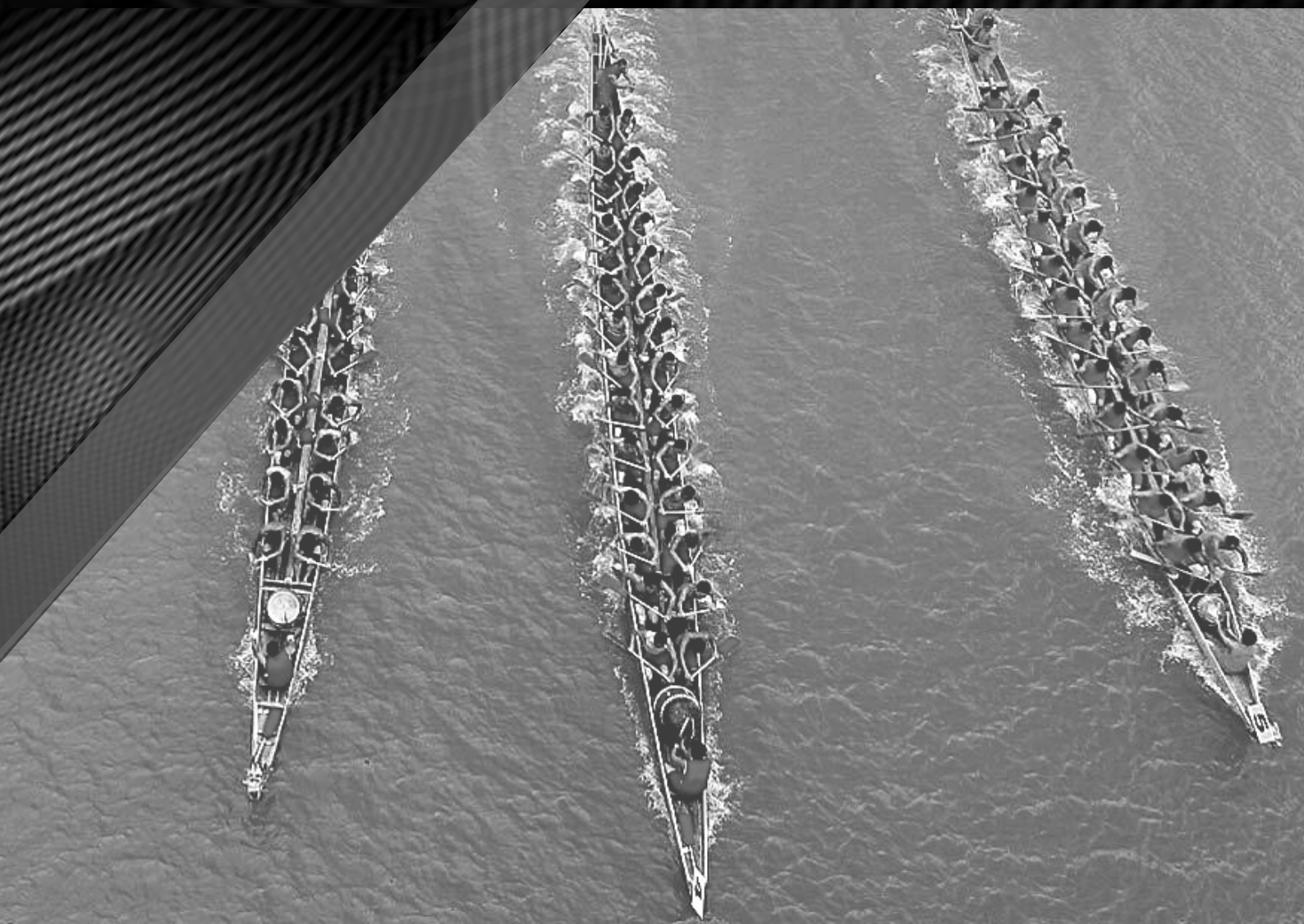
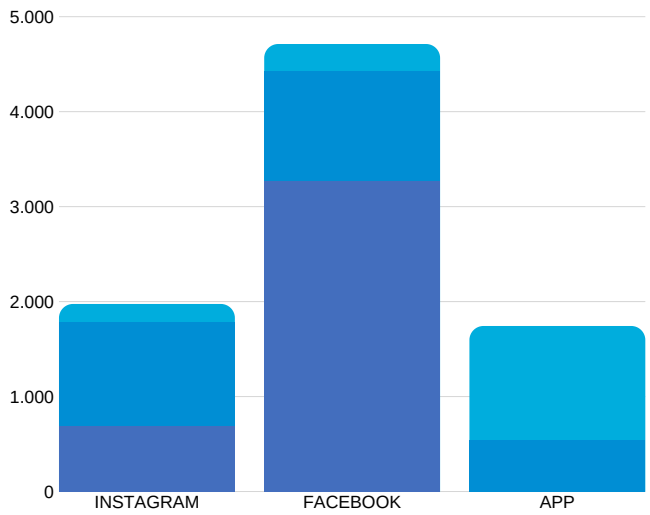
The EDBF M&MC

REPORT TO EDBF CONGRESS 19TH JULY 2020



THE REPORT

Dear Congress Delegates,
in 2019 the EDBF Marketing & Media Commission shared ideas and plans at the EDBF Forum in Milan to bring the Dragonboat always to higher goals.
The role of this commission is important to develop the knowledge of our sport, involve all members, build a big community creating content for them and producing a new Brand specific for dragon boaters.
in 2019 we started a path of growth and our main objective will always be to maintain a constant growth by introducing new ideas that allow us to achieve our goals.
Unfortunately, due the Pandemic, all our goals in 2020 are postponed to 2021



MARKET STATS

+65%

notable increase social media network followers in a year for Instagram

+30%

notable increase social media network followers in a year for facebook

THE SURVEY

The M&M Commission sent a survey in February about the bid for merchandising and only 2 people replied.
EDBF Members have the opportunity to cooperate with the Commission in defining the terms of the bid.
Please do it today!!!
Follow this link or copy and paste and make the survey.
https://www.survio.com/survey/d/Z4M8U9V1I9H6B1F9X

THE OBJECTIVES

We will do a bid to find a company that can become our partner in the marketing of watersports products and we will work to be present on other social platforms like youtube, giving the possibility to the athletes to repost their race with a professional video.While waiting for a company to be chosen to develop merchandising, we will promote the EDBF brand with the welcome kit that will be distributed when the accreditation is collected.
Finally we will put more attention in the search for sponsors, providing them with numerous possibilities for financial returns.

MERCHANDISING BID - UPDATE

Time-line	opening BID : August 2020 closing BiD : November 2020
Designs	th EDBF Council will decide the design after have seen the proposal, according with edbf's requestes
Fabrics	the Material should be an active dry to allow all the athletes to be dry as quick as possible.
items	th EDBF Council will decide the number and the type of Item after have seen the proposal
Presentation	Approval : December 2020 Ready for the march 2021
Revenue %	the Council will decide the % of the revenue for the Federation

SPONSOR POLICY

OFFICIAL SPONSOR