

# Indiana Soccer Foundation

Improving lives of youth through sport

## Marketing Committee

### General Purpose

The Marketing Committee will lead all efforts in conveying a positive image of the Foundation to the public. Emphasis will be placed on reinforcing the concept that the Foundation's mission is critical in the lives of youth throughout Indiana.

### Composition

The committee should be comprised of:

- No more than 11 individuals
- No less than 3 Indiana Soccer Foundation Board members
- Suggested members include:
  - Marketing professionals
  - Several media employees representing a wide variety of different media outlets

### Leadership

The chairman and vice chairman of the committee will be appointed by the Executive Committee

### Meeting Frequency

The committee shall determine its meeting frequency; however, this shall be no less than quarterly.

### Duties and Functions

- Create and implement annual marketing plan
- Monitor execution of the marketing plan monthly in relation to goals and budget
- Establish and sustain positive relationships with media outlets ensuring maximum exposure of the organization

### Chart of Work

TIMEFRAME	ITEM
Monthly/Bi-monthly (when committee meets)	Review and critique marketing materials as staff is developing them
Monthly	Evaluate progress towards fulfillment of annual Marketing Plan
February	Review and critique Annual Report design
October	Review and approve annual Marketing Plan and marketing budget