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## **AMCC AGM: 2023-2024 Advertising Report**

For the 2023-24 season we secured a total of 27 advertisers: 24 billboard signage & 3 website advertising. Due to Everest being held in November, we had new in-ice signage categorized under *Everest Income*, but Little Brown Jug and Original 16 continued with the house decals categorized under *Advertising*. Sign Source continued their partnership with us to print signs at a discounted rate in exchange for billboard advertising.

Being new to the role and starting later in the season, it was determined to keep the fee structure affordable to retain as many advertisers as possible:

- Billboard ads increased from \$300 to \$350
- In-ice ads remained at \$675
- Website ads remained at \$75
- Powervac had been charged for a billboard last year despite only wanting website advertising so they will get 4 years on the website (renew in 2027)
- Brendan Cade finally got his sign produced and installed and, as he had already paid last year, we did not collect this year – will be collecting in 2024/25 season
- Economy Plumbing has a deal that gives them free billboard advertising for service so, although they get invoiced, we do not collect payment.
- The fee increases totalled \$950 for a total revenue = \$8,850
  - Everest cut into our ad profits a bit
  - We lost 6 advertisers

All advertising fees were collected for the season.

We are hoping to attract 10 new advertisers for this season to produce more income for the club:

- Prices have been raised to reflect our increased operating costs
- A new Sponsorship package has been created for potential advertisers - if anyone around the club would like one, we have a pdf version we can email.
- New affordable advertising options have been added including hog line, hack and bundled packages (Jet Ice will be producing these, better options are available now that in-ice artwork is fabric decals and no longer painted in).



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### **Open House Sept 2023:**

The 3rd Open House was held Saturday, Sept 16th from 2:00 – 9:00pm. We had great weather, so we were able to host our little party in the parking lot. It is estimated a total attendance of 200 was achieved, including a few local dignitaries. This year a \$5 admission was charged for anyone 16 years and older. Total liquor sales \$3,500 Silent Auction \$1,200 and 50/50 \$500. The gross profit of the event is calculated to be \$1,500.

Although not quite as profitable as previous years, it resulted in a lot of on-line chatter in the community pages (praising the music) and resulted in at least 1 new member so just the exposure alone is to be considered a success and incentive to continue hosting.

Respectfully submitted.

Chantelle Reid