

District 15
Marketing Report
May 2016

Regional Tournament Marketing

KC Regional – December 2015

I contacted the Tournament Chair. We explored the marketing actions that other D-15 TC's had found successful. The KC Tournament Chair rejected the recommendations. The attendance was about the same as in prior years.

January 2016

It takes several months to properly market a tournament. For 2016, I've provided all of our Regional TC's with necessary start dates for any marketing support from me. The TC's can elect to opt in or opt out of getting marketing support.

OKC Regional – May 2016

No response.

Topeka Regional – June 2016

I'm actively working on marketing their tournament. Good support from the Unit's tournament team.

Springfield Regional – October 2016

I'm actively working on marketing their tournament. Carol Gee is a professional marketing person and has started early and with a lot of energy.

Communications to Tournament Chairs

Attachments: January 2016 letter, 2015 Tournament Summary and Marketing D-15 Regionals

Respectfully Submitted,
Len Fettig