



Terms of Reference

Communications and Marketing Committee

Background

- To assist NWT Curling Association in improving communication with its stakeholders.
- To assist NWT Curling Association to identify potential marketing opportunities.
- The committee is an Ad-Hoc Committee of NWT Curling and as such will make recommendations to the Board.

Objective

- Ensure that good communication occurs between the NWTCA and its Member Clubs and members as well as other stakeholders, and to explore marketing opportunities to bring further awareness of the NWTCA

Duration/Timeline/Appointments

- The committee will be appointed by the NWTCA Board of Directors from expression of interests submitted to the Board.
- Term of one (1) year but reappointments will be considered.
- The committee will meet a minimum of 3 times per year.
- The committee will be an on-going functioning Committee.

Composition

- NWTCA Administrative Assistant
- 2 – 3 members of the NWTCA Board
- Up to ten (10) affiliated NWTCA members
- Up to three (3) interested individuals with communications/marketing experience. Competitions Director (who will Chair this Committee)

Reporting Requirements

- Regular reporting to the Board through the Committee Chair

Support

- The Board will make available staff resources to the committee as needed to complete its mandate including but not limited to staff/contractors required.
 - The work of this committee will be done by teleconference calls or by electronic means
 - Resources as assigned to committee
 - Opportunity to seek outside/other sport organizations regarding any research and/or analysis information.
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