



# DRY ROT

## Niagara District Fall 2023 Marketing Plan

Hamilton Squadron is a member of Niagara District

Basic outline for Niagara District, CPS-ECP, plans for the CHCH TV promotion project.

- Create a 15 second ad, run the ad for 12 weeks in July/August timeframe on CHCH TV in preparation for our Fall/winter programmes.
- The CHCH ad directs potential students to either Boatingcourse.ca for National signup or directs them via QR code in the ad to the Niagara District Boating Courses website for signup. The course is going to use shared District Resources for the B2-B3 combined online course. The student, once on the Niagara District Boating Courses website, can choose which Squadron is their preference for signup, but it all points to the same course.

As of May 4th:

- 15 second ad is complete, provided by National CPS Marketing.
  - Link to view the ad is <https://www.youtube.com/watch?v=1vA4UGIkuWw>
- Note, this is an .MP4 version, but not the actual format as required for CHCH TV specs.
- The 15 second ad has added Closed Captions by CHCH.
  - The 15 second ad has an official approval number for broadcast through CHCH.
  - Currently the 15 second ad contains the QR code for the Niagara District Boating Courses website, but the ad could be modified for other Districts by National Marketing.
  - CHCH TV promotion will begin July 3rd for 12 weeks.
  - Co-operating Squadrons have agreed to donate to the project.
  - Monies for the project have been approved by Niagara District.
  - As an offshoot, we are working with CHCH TV to record (4) 3-minute sessions to be included with the broadcast of the CHCH local Morning Show (free promotion). We are now deciding what content to include in those promotional spots and the location for the shoot.

It has been a long haul getting the planning for this CHCH promotion in gear, but things are starting to drop into place in preparation for our Niagara District Fall and Winter programme. I would like to thank all those individuals that have worked to get this campaign underway.

**NOTE:** Hamilton Squadron will still be offering the classroom Boating 2 course, now called Basic Navigation and Boat Handling Part 1, plus the classroom Boating 3 course, now called Basic Navigation and Boat Handling Part 2, commencing in January 2024. Notices of these courses will appear here later in 2023. If you would like to check out the new course calendar, go to [cps-ecp.ca](http://cps-ecp.ca) and under Courses and Seminars, click on Boating Courses and Seminars.

### **Membership Renewals**

If your membership expired and you are having problems renewing contact our Membership Officer Glen Carruthers.  
905-929-8127 or [g.carruthers@rogers.com](mailto:g.carruthers@rogers.com)

### **Do you like to play with knots?**

Check this site: [Animatedknots.com](http://Animatedknots.com)

### **The Trent or Rideau Canal systems are a trip of a life time**

Check this YouTube site: [Lock Tales](https://www.youtube.com/watch?v=LockTales)

### **Need a new flag for the 2023 boating season?**

Contact Marney Warby @ 905-389-5719

