

Lethbridge & District Music & Speech Arts Festival Society

Marketing Committee Report

Marketing Highlights

This year, we have continued to draw advertising income for our Festival programs; our printed program with a day-by-day schedule of the goings on around Festival 2026.

The committee was pleased to be a part of the planning and execution of this year's inaugural fundraising gala, ENCORE: An Evening for the Arts. Along with assisting in the overall planning of the event, the Marketing committee secured the marketing and advertising services required to extend the event's reach beyond just social media coverage. Strudelbrand handled the execution of the marketing, and GoWest Billboards was contracted to display digital postings on necessary gala info to the public. Our thanks goes out to these two local businesses for your guidance and services.

The Marketing committee has also been in steady communication with Strudelbrand in order to discuss the transfer of our social media and marketing tasks over to them. We have met with them in person and have set out a marketing plan and schedule, and have discussed their areas of expertise as they will relate to strengthening our Festival's reach:

- Social Media Marketing
- Video Trainings
- YouTube Page
- Website Management

We have also discussed that they will require app access (for our social media accounts) and are currently waiting on their pricing for this package.

Community Support

The committee would like to extend its gratitude to the individuals and businesses who purchased advertisements in this year's program. Their support with our programs helps to ensure the Festival can continue to provide our participants, their families, and friends with the information they need in order to enjoy all this Festival has to offer. We would also like to thank Strudelbrand for their unwavering commitment to our vision and mission, and their generous subsidizing of our marketing contracts with them.

Committee

The Marketing committee consists of Co-Chairs Chris Peterson and David Mikuliak.

Report Submitted by:

Bryce Johnston - Chairman - LethMSF, with information provided by Chris Peterson and David Mikuliak