



**MARKETING GUIDELINES  
for  
APATA APPLICATIONS**

The following document consists of guidelines that should be followed when preparing to present a proposal to the Atlantic Provinces Athletic Therapists Association (APATA) Marketing Committee. The APATA membership consists of those of us that work in either private practice, with Major Junior or professional teams, and universities. We, unlike the rest of the country, are split between 4 provinces. This diversity presents a number of marketing problems. But primarily, how can a committee be expected to market the Athletic Therapy product in such a way that it would benefit the majority of you, the membership, whom are split between four provinces and various types of work?

This issue was raised during the APATA AGM on April 22, 2006. It was decided that, rather than have a committee decide how the allocated funds for that year should be used when “marketing for the masses”, a competition should be held each year. By doing so, those of you that wish to have some financial assistance towards your marketing budget, can apply for funds available from the current year’s existing budget set aside for marketing purposes. This could consist of some or all of the present year’s funds, depending on the number and quality of applications. To facilitate the process, and make it easier for the Marketing Committee, there will be some guidelines that you will be expected to follow. When completing your proposal to the Marketing Committee, please include the following objectives:

- a. Project title
- b. Stated marketing objective
- c. Benefit to the growth of the APATA
- d. Strategy to achieve the marketing objective
- e. Measurable outcome (how you will determine success)
- f. Project timeline
- g. Budget breakdown

Applications should be forwarded to the Marketing Committee in microsoft word (or compatible) format. Please submit the above information to Jason Price ( [Price.JEL@forces.gc.ca](mailto:Price.JEL@forces.gc.ca) ), Geoff Mabey ( [geoff@easttraining.ca](mailto:geoff@easttraining.ca) ) or Kurt Stevenson ( [kstevens@stfx.ca](mailto:kstevens@stfx.ca) ).

Application deadline: All applications received after Friday, July 14, 2006 at 11:59 pm will not be eligible.

Thank you.

APATA Marketing Committee.