



Marketing & PR Committee Report – Ted Bentley and Brian Chipman

Bruce Fraser Chaired the Marketing & PR Committee until he stepped down from the Board in May 2026. During his tenure, Bruce worked closely with the Facility Committee and played an important role in initiating branding initiatives, developing event sponsorship opportunities, and identifying potential funding sources and strategies.

One such opportunity was with Sunshine Coast Financial (SCF), which ultimately resulted in a significant grant supporting the Arena Bowl event. Bruce also explored options for updating the SCPA website.

Following Bruce's departure, we refocused our efforts on maintaining momentum in these areas. This included finalizing the SCF grant, which secured a \$2,000 sponsorship for Arena Bowl; updating and maintaining the SCPA website; keeping our social media pages current and relevant; and submitting several key articles to the *Coast Reporter* and *Vancouver Island Pickleball*.

Respectfully Submitted,

Ted Bentley and Brian Chipman