



Marketing Committee Charter

5/7/19

The Tire Society

810 E. 10th Street, Lawrence, KS 66044

www.tiresociety.org Phone: 785-865-9403, Email: tst@allenpress.com

Marketing Committee

Who: XCOM Officer or Member-at-Large as Chair with unlimited number of Tire Society members on committee

Length of Term: 2 years for Chair, no specific term for Committee members

Mission

Provide services to the Tire Society to promote membership, conference participation and subscriptions to keep the society viable.

Responsibility: Lead or participate in the Marketing Committee to achieve the stated mission.

- Provide marketing, promotion and publicity services in support of the tire society conference, journal and membership business units of the Tire Society.
- The Committee will be responsible for providing this non-exhaustive list of services, on an ongoing basis:
 - Newsletter production
 - Outreach and non-Journal publications (advertising, articles,)
 - ⊖ Website liaison coordination, working with the web service provider (Allen Press) regarding issues and changes to the website content.
 - Tire Society photo and media organization.
 - Social Media presence and postings, together with Publications Committee
- Propose and execute forward looking strategic projects to increase membership, subscribers and conference participation and sponsorships. This may include limited partnerships with other organizations, for instance “marketing trades” where considerations are given within participating organizations to promote the other’s products.
- Committee will propose an annual budget for consideration and approval by the Executive Committee. This may include expenditures such as paid advertising, work by Allen Press to create marketing objects, or for specific outreach programs, or Conference “give-away” items.