

MMS Meeting – February 16th

- General introductions
- USAW staff members elaborated on the current status of the marketing and sponsorship
- USAW Staff explained about the head-to-toe concept that we used to find our sponsors. What do weightlifters wear and how we can present them brands that can help with that?
- Downsides of this model. 90% of our partners are endemic brands from the weightlifting niche.
- USAW is looking to expand its partners portfolio with brands that are not from the weightlifting niche but that communicate to the weightlifting population
 - 99% of USAW members will never be at the Olympic Games. We have to cater for the general healthy person that wishes to be involved in weightlifting.
- Local Meets as a source of revenue for clubs/WSOs. Helps keeping people affiliated to USAW
 - Why people don't do it more often? Is that because they don't see the value on organizing those meets? Too much hassle for not enough revenue? The more they do it, the easier it gets, so maybe it's a matter of educating the club directors so they will have an easier time doing it?
- What are the things that bring value to the USA Weightlifting membership and why people should elect to remain associated? That's a big revenue source for USAW.
- Two key points of discussion to bring to the next meeting:
 - How do we add value to USAW's membership when people are not competing?
 - How do we approach and reach the brands that are outside of the weightlifting niche?