

CALIFORNIA BLACKSMITH ASSOCIATION

PROMOTION GUIDELINES:

PROMOTIONAL EVENTS AND

BLACKSMITH WARS

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CBA PROMOTIONS GUIDELINES

All California Blacksmiths Association Promotional events are, above all else, an educational event. A promotional event should elicit excitement in becoming a member of CBA and must educate the public and those interested in blacksmithing at all levels of education and experience as to the goals of CBA and the benefits of membership.

The CBA is chartered by the State of California as a non-profit educational organization.

CBA promotional events are designed to introduce CBA to other membership organizations that are interested in blacksmithing or metal working. A promotional contest (e.g. Blacksmith Wars) is targeted towards promoting CBA. The contest should provide a valuable learning environment for professional and amateur blacksmiths. Education and experience gained by the contest team will be brought back to CBA in the form of publications, demonstrations, seminars, and workshops and must be tailored for all levels of interest: novice, intermediates, and advanced.

Year to year consistency needs to be maintained through a Board position of promotions coordinator. If the "Promotions Chairperson(s)" position is vacant, the CBA Vice-President will act as promotions coordinator.

PROMOTIONS CHAIRPERSON(S)

Fairness:

1. Promotional Events e.g., Blacksmith Wars or others of this type must be open to all CBA membership holders for participation. These are membership funds being spent and it has to be a fair and honest selection for the CBA Promotional event representatives.
2. The events will be publicized to the CBA membership as a whole and the CBA membership will be encouraged to compete for a spot on a team.
3. Internal competition venues for a team spot will be decided and publicized by the CBA Board of Directors.
4. The number of Team members sent to attend a promotional event will be taken from the entry event requirements or decided by the CBA Board of Directors.
5. A team may not compete in a additional CBA Promotional Events without first providing a report on the last CBA Promotional event where they represented CBA.
- 6.

The Promotions Chair(s) are responsible for:

1. Selecting the promotional events, e.g., Blacksmithing Wars contests, or booth displays, to send either a competitive CBA contest team or other representatives of CBA to promote the CBA organization.
2. Communicating with the Safety Chair for any issues that may arise in the review of promotional events or in the execution of promotional events in order to keep a safe environment for any promotional events attended by CBA members as representatives of CBA.

Promotional Events (e.g., Blacksmith Wars):

Board Responsibilities:

1. Blacksmith Wars or other Similar Promotional Events will be funded for the remainder of 2013 and for two years (2014/2015) as a pilot program to see if CBA membership can be enhanced through this type of promotional event.
2. The CBA Board of Directors will make the final decision of renewing Blacksmith Wars events for the year 2016 and for following years. This decision should be made using reports from the teams representing CBA.
3. The CBA Board of Directors will select the CBA contest team to represent CBA at an event that will hold a blacksmithing contest. This CBA contest team may have to “win” internal CBA blacksmith contests to qualify to represent CBA or be designated by the Promotions Chair(s), CBA Vice-president, or Promotions Coordinator.

4. The CBA Board of Directors is charged with approving a grant of up to \$1500, not to exceed Two (2) grants in a membership year, for a CBA contest team to cover costs associated with promoting CBA by attending and competing in blacksmithing contests.

Promotional Representative Responsibilities:

1. Keeping the board informed on the budget for CBA contest teams and current status of executed or upcoming events.
2. Reviewing and informing the board of the CBA contest team's experiential or educational materials produced for distribution to CBA and making these materials available.
3. Informing the CBA board of any cash awards, winnings, made objects, etc. as part of a report to the CBA Board of Directors on the promotional event.
4. Must act appropriately and safely while Representing CBA at a Promotional Event. This includes wearing the required safety equipment per CBA safety rules, at a minimum, and the event safety rules, if so required.
5. Must keep track of all sales of CBA promotional items and provide an accounting, in the form of a report, to the CBA Promotions Chair(s) or designee.
6. Must keep track of any expenses related to representing CBA at a Promotional Event and providing those expenses, in the form of a report, to the CBA Promotions Chair(s) or designee.

LOGISTICS (Things to Consider)

Lodging

2. Lodging - motels, camping (RVs and tents) for promotion staff
3. Procurement - fuel, material, equipment, as applicable.
4. Transportation- cost of gas, tickets, etc.

Financial: (With guidance from the CBA Treasurer)

1. Budget – Fees related to promotional event at locations other than a CBA Event. This needs to be developed and provided to the CBA Promotions Chair(s) or designee, prior to representing the CBA at a promotional event.
2. Conference fee – Fee charged to participate or promote CBA organization. This needs to be provided to the CBA Promotions Chair(s) or designee, prior to representing the CBA at a promotional event.

3. Insurance – Ensure that the CBA members representing CBA promotion covered for issues or accidents that may occur while attending another event. This information should be provided to the CBA Safety Chairpersons prior to attending a promotional event.

Merchandise:

1. There should be standard list of items (e.g. Hats, Tee Shirts, Mugs, etc.) with the prominent CBA logo available for sale to raise funds for CBA.
2. Request from Finance an appropriate amount of merchandise based on estimated attendance of the event. This merchandise must be protected from weather, loss, etc. Any merchandise not sold must be returned to CBA prior to the next event.

Brochures:

1. Distribute current brochures, along with business cards, extra magazines, etc. at the promotions table.
2. The CBA Board of Directors insists that the message or text on distributed brochures must be current and consistent with the information found on the CBA website found at: <http://www.calsmith.org>. No materials with membership price will be distributed, all interested people must be sent to the CBA website <http://www.calsmith.org>. to obtain the most current membership pricing information.

TIMELINE

CBA Board Approval:

1. Identify Promotional event Venue – 6 to 9 months before event. Present information to the CBA Promotions Chair(s) or designee.
2. Seek board approval 3 to 6 months before event. The CBA Promotions Chair(s) or designee, will bring the event to either a CBA Board Meeting or provide the event information details to the CBA Board of Directors via email and solicit responses back as to approve or reject the event entry.
3. Submit Event fees and entry fees, as applicable, 2 to 3 months before event

SAFETY

CBA Promotion Representatives (e.g. CBA Contest Teams, Promotions table staff) must read and follow all the standard CBA safety rules and guidelines. These guidelines are available from the CBA Education/Safety Committee and are posted on the CBA web site. Safety glasses are required and hearing protection is a good idea.

COMMUNICATIONS

The Promotions Committee is exploring promotion events and activities and in light of that the CBA Board of Directors expects that there will be communications sent back and forth between the promotion committee and the CBA promotion representatives. Lesson learned, success stories etc. must be shared so the CBA board can make decisions based on data and information from the CBA promotion representatives engaged in that event.

Reminder: Please write or have someone write an article about the event for the next magazine. Include a lot of pictures.

SUSTAINABILITY

The goal of Promoting the California Blacksmith Association is to ensure that the organization is sustainable and thereby continuing to provide education about blacksmithing to the interested public and the CBA membership.

While providing grants to CBA members is a seemingly good use of membership resources, the data on the cost versus benefit to the CBA organization must be reviewed and found as a net benefit to the CBA organization and its membership. It is the CBA Board of Directors Responsibility to ensure that this review is performed and discussed at the CBA board meetings.