



# ALL EUROPE TAEKWON-DO FEDERATION

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## AETF Marketing Committee - Terms of Reference

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### 1. Introduction

The **AETF Marketing Committee** is tasked with building and executing marketing strategies that elevate the AETF's global brand, attract new members, enhance sponsorship opportunities, and promote events. This committee will be a driving force in expanding the reach of the Federation, ensuring that AETF's objectives are supported by strong and effective marketing campaigns.

The marketing efforts will target both internal members and external audiences, utilising modern marketing strategies to increase engagement and foster growth.

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### 2. Roles and Responsibilities

The Marketing Committee will:

- Develop and implement comprehensive marketing campaigns to promote AETF events, programs, and initiatives.
  - Support AETF's sponsorship efforts by creating compelling proposals and marketing materials to attract and retain sponsors.
  - Collaborate with the Media & Communications Committee to ensure consistent messaging across all platforms.
  - Design and oversee digital advertising campaigns to promote AETF's global presence.
  - Strengthen relationships with existing sponsors and partners through regular communication and reporting on the Federation's activities and growth.
  - Assist in the development of promotional materials such as brochures, flyers, posters, and digital content.
  - Identify and engage with potential new sponsorship opportunities.
  - Track the effectiveness of marketing campaigns through data analytics and provide regular performance reports to the Board.
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## 3. Implementation Plan

- **Global Brand Strategy:** Work on a cohesive branding strategy to ensure all AETF materials reflect a modern and professional image. This includes the use of consistent imaging, taglines, and visual design across all platforms.
  - **Campaign Development:** Design targeted campaigns to promote major events, tournaments, and initiatives. Work closely with the Media & Communications Committee to synchronise efforts in delivering a unified message.
  - **Sponsor Engagement:** Create compelling marketing materials to support sponsorships and build long-term relationships with partners. Develop an updated sponsorship package that highlights the AETF's value proposition to potential sponsors.
  - **Digital Advertising:** Invest in digital marketing tools and platforms to reach a broader audience. Track and measure the performance of these campaigns to refine strategies.
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## 4. Collaboration & Reporting

- **Reports to:** AETF Board of Directors
  - **Works closely with:** Media & Communications Committee, Tournament Committee
  - **External Partners:** Media outlets, digital marketing agencies, sponsors, event organisers
  - **Reporting Frequency:** Quarterly updates on marketing campaign results and sponsor engagement.
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## 5. Conclusion

The AETF Marketing Committee is a key part of the Federation's strategy to build a global brand, attract new members, and ensure the long-term financial sustainability of the organisation. By creating innovative marketing campaigns and developing strong sponsor relationships, we aim to drive the AETF forward in the coming years.

Through collaboration with the Media & Communications Committee and other key stakeholders, the Marketing Committee will play an essential role in achieving the goals outlined in the AETF Vision & Strategy.