



**PIA Standard Operating Procedure SOP-325
Parachute Industry Association Publications**

August 03, 2017

Marketing Committee

1. General

- a. This document establishes the Marketing Committee and defines its authority and its various responsibilities. The Marketing Committee is a permanent, standing PIA committee. Nothing herein is meant to conflict with the association's by-laws or articles of incorporation. In the event of such conflict, the by-laws or articles of incorporation shall take precedence.

2. Mission

- a. The main mission of the Marketing Committee is to promote PIA to companies and individuals that are involved in the parachute industry in order to drive PIA membership.

3. Organization

- a. The Marketing Committee shall consist of an elected Chair, Co-Chair and at least four other members appointed by the Chair. The Chair's term shall be two years, commencing the first meeting of the even years.

4. Procedures

- a. Media
 - i. The Marketing Committee is tasked to use various types of media to promote PIA sanctioned, PIA supported events and news, including but not limited to social, web, forum, and print based media.
- b. Merchandise
 - i. The Marketing Committee is tasked with design and purchase of PIA branded merchandise for both sales and display e.g. (Shirts, hats, pins, windblades...)

c. Events

- i. The Marketing Committee shall work alongside the Executive Committee to come up with and promote special events, promotions to encourage attendance and participation of our regular meetings.