



National Office Headquarters
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2018 Marketing Committee Report

Mission

The Marketing Committee exists to serve as an advisory group to the USA Triathlon Board of Directors for marketing initiatives and provide oversight on larger partnership opportunities being considered by USA Triathlon's Marketing Department.

2018 Accomplishments

USA Triathlon's overall marketing revenue of \$3,282,704 (including VIK) exceeded the FY18 budgetary goal by \$52,704. This included year-over-year increases in the revenue streams for sponsorship cash and retail royalty. The Marketing & Communications department executed a plan aligned to the 2017-20 USA Triathlon Strategic Plan, which included:

- Expanded video production and social media platform and created new online voice for organization to espouse the emotive and fun aspects of the sport
- Onboarded IPG360 as our sponsorship sales agency of record while performing asset valuation, building a prospect pipeline, developing sales presentations and online resources, creating new assets, negotiations and deal closing.
- Developed a marketing strategy for USA Triathlon Foundation with new Executive Director, Dave Deschenes
- Creation and execution of the first-ever #DreamingSeason digital campaign
- Coordination of paid social media efforts to push event registration and other initiatives
- Increased online engagement 85% YOY for National Triathlon Week

Other notable achievements:

- The Committee provided professional guidance to the CMO in successfully developing a partnership with Toyota. In addition to reviewing the terms, the Committee provided strategic advice on the proposed activation program. In accordance with USA Triathlon by-laws, the Committee approved and recommended the agreement prior to the Board's approval.
- The Committee reviewed and provided advice for the partnership between USA Triathlon and the World Triathlon Corporation (IRONMAN) to launch the Time to Tri initiative. The tactics included a robust digital platform, paid social campaign, Rock 'n Roll Marathon Series expo presence/ sweepstakes, and number of other programs and events. The effort also integrated authentic real-life story-telling of first-time triathletes from various backgrounds. Time to Tri generated a total of more than 41,000 leads.





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- Committee member Maggie O'Brien led an all-day workshop in Denver to explore repositioning the brand of triathlon, bringing together stakeholders including strategic partners. The workshop resulted in key takeaways, to be implemented into a national marketing campaign in 2019.
- For the second year the annual Partnership Summit was held as a stand-alone event (vs. during AGNC) – prior to the Art & Science of Coaching Symposium – to maximize the number of partner attendees. The program was extremely well-received and valuable for all parties involved. In 2019 (and if fiscally responsible) we will explore inviting Marketing Committee members to attend.

2019 Objectives

USA Triathlon will continue to implement the marketing priorities outlined in the Strategic Plan (as recently revised by the Board). This includes delivering compelling digital and print marketing assets designed to grow membership and constituent engagement. The Marketing Committee will continue to act as an advisor to USA Triathlon's CMO and the Marketing & Communications team as programs are developed and rolled out.

Conclusion

The Marketing Committee is committed to collaborate with, support and encourage the USA Triathlon staff to drive compelling brand-building, and marketing effectiveness and efficiency to ensure continued growth in affinity, revenue and sponsorship.

Committee Members

George Bauernfeind
Rob Goldberg
Wally Hayward
Steve Lefar
Jacqueline McCook – Board Liaison
Joe Maloy – Athlete Representative

Justin Model – Chair
Margaret O'Brien
Vince O'Brien
Guy Petruzzelli – Athlete Rep
Chuck Menke – Staff Liaison

Submitted by: Justin Model, Marketing Committee Chair; Jacqueline McCook, Marketing Committee Board Liaison

