



5825 Delmonico Drive  
Colorado Springs, CO 80919-2401  
719. 597. 9090  
usatriathlon.org

## 2021 Committee Report

### Mission

The Marketing Committee exists to serve as an advisory group to the USA Triathlon Board of Directors for marketing priorities and initiatives, and provide oversight on partnership opportunities in controversial categories being considered by USA Triathlon.

### 2021 Accomplishments

- Began to transition away from a group of people who provide an approval on potential partnerships toward a group who is proactive and engaged on organization-wide marketing and branding campaigns
- Provided guidance and direction on USA Triathlon's Olympic and Paralympic Games campaign, Tokyo United, including the Tokyo United wordmark, messaging with an emphasis on the inclusion of paratriathlon, and specific strategies and tactics for community engagement
- Provided a framework of an approach to the celebration of the 40<sup>th</sup> anniversary of USA Triathlon in 2022 that centers on the untold stories of the sport and organization and helps to further shine a light on underserved and underrepresented individuals and communities
- Approval of MANSCAPED partnership
- Welcome Scott Sternberg to the group as the new Marketing Committee Board Liaison
- Provided advice for marketing department related social media and email marketing strategies, key campaigns and initiatives, including National Triathlon Week, #DreamingSeason, and virtual events, including the #DreamingSeason Virtual Challenge, USA Duathlon Virtual Run-Bike-Run, and Power Within Tri to Tokyo.
- Worked with USA Triathlon to build out the beginning of the multisport rebrand campaign with an eye toward a launch in 2022
- Consulted on the partnership with Triathlete/Outside and provided ideas around how to use the allocated VIK in the partnership

### 2022 Objectives

- Further reposition the committee to become an extension of the USA Triathlon marketing department with a membership that is engaged and consulted throughout the year rather than just on quarterly meetings and one-off requests
- Provide guidance throughout the process of the new website and mobile app builds



Member, U.S. Olympic Committee



5825 Delmonico Drive  
Colorado Springs, CO 80919-2401  
719. 597. 9090  
usatriathlon.org

- Work with USA Triathlon to lay out and implement a consistent marketing content calendar that incorporates tent pole events, education, constituent engagement, high performance and the foundation
- Help drive USA Triathlon's plans around a comprehensive campaign to grow awareness and interest around multisport formats, with an emphasis on gravel and off-road in 2022

### Conclusion

The Marketing Committee took an important step in 2021 to becoming a group of experts in their respective fields who are encouraged to refine the direction, approach, strategy and tactics of USA Triathlon's marketing department. We want to empower the committee and its members to bring marketing ideas to USA Triathlon and challenge USA Triathlon on its plans, strategies and tactics, and part of the plan to do that is to add members to the committee who have experience/expertise in the following areas: social media optimization and strategy, growth marketing, data-driven marketing strategy, brand strategy, content strategy, email marketing strategy.

### Roster

Justin Model – Chair  
Scott Sternberg – Board Liaison  
Thomas Lenneberg – Staff Liaison  
Victoria Brumfield – Staff  
Matt Perkins– Athlete Representative  
Guy Petruzzelli – Athlete Representative  
Erin Storie – Athlete Representative

Craig Annis  
George Bauernfeind  
Rob Goldberg  
Wally Hayward  
Steven Lefar  
Margaret O'Brien  
Vince O'Brien

Submitted by: Justin Model Committee Chair

