

FY 2020



SPORTS
ILLINOIS

MARKETING PLAN

Sports Illinois is a committee of:

Illinois Council of

ICCVB

Convention & Visitor Bureaus

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I. MISSION STATEMENT

Sports Illinois is a niche committee of the Illinois Council of Convention & Visitor Bureaus and works closely with the Illinois Office of Tourism, focusing on promoting overnight sports events through direct marketing, education programs and networking activities, therefore creating a significant economic impact and enhancing opportunities for all in sports.

II. OVERVIEW

Illinois contains a multitude of diverse, quality and affordable facilities for sporting events. Illinois also has a huge base of participants in a variety of sports that will provide an increase in the numbers of participants to these tournaments. In addition, Illinois has a large group of sports organizations and volunteers available to help staff these events. Finally, Illinois has numerous quality and affordable hotels available to house competitors and their families that attend these tournaments.

III. POSITIONING

Sports Illinois, with participation from around the state, will be able to increase Illinois' marketing efforts and presence at key trade shows and conferences. We want to convey to national governing bodies and tournament directors that Illinois is a top-notch destination, centrally located, and easily accessible by plane or car. Sports Illinois can help facilitate the message of what Illinois has to offer through its website, www.sportsillinois.com. Additional marketing and selling is done at Sports Illinois Sports Huddle, a conference created for rights holders by Sports Illinois. Sports Illinois' presence will be increased with the help of the Department of Commerce and Economic Opportunity and the Illinois Office of Tourism's Advertising & Public Relations firms.

IV. COMMITTEE GOALS

1. Attract and retain state, regional and national events that increase travel and overnight stays in the State of Illinois.
2. Provide educational opportunities for its members and partners
3. Create successful partnerships between the Illinois Convention & Visitor Bureaus Industry Associations, the Illinois Office of Tourism and Sports IL members.
4. Increase brand awareness throughout the state of Illinois.

V. OBJECTIVES

- A. Increase economic impact to the State of Illinois through Sports Illinois Marketing and initiatives by 5%
 - a. Tradeshows
 - i. Maintain and increase presence & participation at Sports IL pay to play events)
 - b. Promotion
 - i. Work with State to develop effective marketing campaigns to reach target markets
 - c. Communication

- i. Provide avenues of communication through meetings, e-mails, regular conference calls and planned events
 - ii. Use Facebook to promote/communicate our states' sports events
 - iii. Events can pull from the calendar to the Sports Illinois website.
 - d. Education/Awareness
 - i. Provide education opportunities for participants of Sports Illinois through:
 - 1. ICCVB Meetings
 - 2. Sports Orientation presentations
 - 3. Sports Illinois Huddle
 - 4. Additional sports focused sessions as they present themselves
 - e. Resources
 - i. Have the IOT / DCEO Liaison share leads to Sports IL members as they present themselves

VI. TARGET AUDIENCES

Sports Tournaments and Events Rights Holders and Directors, National Governing Bodies of Sports Events and Tournaments

VII. STRATEGIES TO ACHIEVE GOALS

A. Create a strong and memorable presence at targeted Sports Tradeshows.

Tactics:

1. E-Mail pre and post mailers (Provided by IOT) when possible
3. Usage of booth materials –Guides, profile sheets, flash drives, etc.
4. Identical attire (Branded Sports Illinois shirts, logo wear, etc.)
5. Illinois booth giveaway(s) in conjunction with booth theme

Attend the following tradeshows with pay-to-play activity

- Will attend with or without grant funding (IOT may or may not be present):

Sports Illinois Huddle	May 2020
National Association of Sports Commissions	April 2020

B. Aid in Developing an Advertising Plan to increase visibility

Tactics:

1. Continue strategy of advertising in publications distributed before and/or during Sports Illinois Tradeshows
2. Print Advertising/Marketing: Sports Planning Guide, Sports Destination Management, SportsEvents Magazine, and SportsTravel Magazine
3. Continue to develop presence on social media

VIII. EXPECTED RESULTS

1. Increase the number of sporting events booked in Illinois
2. Increase contact generation at Sports Illinois shows
3. Increase the number of sports rights holders at Sports Illinois Huddle
4. Increase unique visits and click throughs on the Sports Illinois website

IX. EVALUATORS

1. Quarterly update of Sports Illinois ROI Tracking
2. Quarterly web tracking reports / RFP tracking
3. Track RFP's generated through the Sports Illinois website & tradeshow
4. Number of sports bookings via web and tradeshow

X. COMMITTEE STRUCTURE

EXECUTIVE COMMITTEE & RESPONSIBILITIES

ICCVB Liaison:

Staci Wilken, Visit Kankakee County

- Oversight and communication of information between Sports Illinois and ICCVB.

IOT / DCEO Liaison

Greg Mihalich, Illinois Office of Tourism

- Assists Sports Illinois with DCEO/IOT sponsorship dollars for trade shows
- Serves as point person for Sports Illinois web site
- Advises Sports Illinois on annual marketing plan and future projects
- Serves as point person for future print advertising campaign and disseminate pertinent information affecting the sports industry and Illinois

Chair:

Lindsay Arellano, Rockford Area CVB

- Serves as the Sports Illinois contact
- Assists with marketing plan
- Coordinates budget with liaison
- Conducts all partnerships with IOT/DCEO
- Prepares and is source of input for meeting agendas
- Assists with grant funding as necessary
- Provides monthly chairman report for ICCVB newsletter
- Works with Secretary to distribute ROI tracking form to membership
- Oversees planning for Sports Illinois Huddle with host committee
- Coordinates apparel for Sports Illinois membership

Vice Chair:

Joan Kranovich, Quad Cities CVB

- Supports chairman in following and setting marketing plan
- Coordinates trade show involvement and registration requirements with IOT
- Serves as advisor to chairman in partnerships and strategies
- Leads and measures sub-committees progress
- Oversees planning for NASC trade show and pay to play activities

Secretary:

Ryan Reid, Visit Champaign County

- Serves as point of contact for all topics and issues for upcoming meetings
- Records chairman's agenda items and formulate agendas
- Records all minutes for official Sports Illinois meetings and conference calls
- Collects sub-committees reports for quarterly meetings
- Oversees planning for TEAMS trade show and pay to play activities

**Proposed Budget – With Grant Funding
Sports Illinois FY20**

REVENUE					
<u>DATE</u>	<u>TRADESHOW</u>	<u>ITEM</u>	<u>P2P</u>	<u>IL Grant \$</u>	<u>Total Revenue</u>
May, 2020	Sports Illinois Huddle	Pay to Play (\$1,700 X 17 CVB's)	\$28,900.00		
		DCEO Sponsorship		\$9,999.00	\$38,899.00
April, 2020	NASC Symposium- (Kansas City, MO)	Pay to Play (\$300 x 14 CVB's)	\$4,200.00		
		DCEO Sponsorship		\$9,999.00	\$14,199.00
November 11-14, 2019	TEAMS Conference- (Anaheim, CA)	DCEO Sponsorship		\$9,999	\$9,999
		Total Revenue	\$33,100.00	\$29,997.00	\$63,097.00
EXPENSES					
<u>DATE</u>	<u>TRADESHOW</u>	<u>ITEM</u>	<u>P2P</u>	<u>IL Grant \$</u>	<u>Total Revenue</u>
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		DCEO Sponsorship		\$9,999.00	\$14,199.00
November 11-14, 2019	TEAMS Conference- (Anaheim, CA)	DCEO Sponsorship		\$9,999.00	\$9,999
		Total Expenses	\$33,100.00	\$29,997.00	\$63,097.00
			<u>\$0.00</u>	<u>\$0.00</u>	<u>\$0.00</u>

**Proposed Budget – Without Grant Funding
Sports Illinois FY20**

REVENUE				
<u>DATE</u>	<u>TRADESHOW</u>	<u>ITEM</u>	<u>P2P</u>	<u>Total Revenue</u>
May, 2020	Sports Illinois Huddle	Pay to Play (\$2,100X 17 CVB's)	\$35,700.00	
April, 2020	NASC Symposium - (Knoxville, TN)	Pay to Play (\$300 x 14 CVB's)	\$4,200.00	
		Total Revenue	\$39,900.00	\$39,900.00
EXPENSES				
<u>DATE</u>	<u>TRADESHOW</u>	<u>ITEM</u>	<u>P2P</u>	<u>Total Revenue</u>
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April, 2020	NASC Symposium	Pay to Play (\$300 x 14 CVB's)	\$4,200.00	
		Total Expenses	\$39,900.00	(\$39,900.00)
		NET	\$0.00	\$0.00

ADDENDUM: SUMMARY OF SPORTS ILLINOIS SPONSORED TRADESHOWS FOR FY20

Sports Illinois Huddle

Description: The Sports Illinois Huddle is an educational conference/tradeshow produced by Sports Illinois members and attended by national governing bodies and rights holders to showcase the many exceptional facilities available within the state for tournaments and events of all sizes. This event places NGB's with Sports Illinois personnel in a relaxed, exclusive, one-on-one setting intended to inform and educate attendees on what Illinois has to offer their events. Before or at the end of the conference, Sports Illinois members will have the opportunity to invite guests to their respective regions as a Fam, to give our guests a first-hand look of our facilities.

Date: TBD, May, 2020

Location: TBD

Cost for Show: \$1,700 (per bureau, additional \$1,000 for additional attendees from bureau)

Sponsorship: Individual Booth, Meal and Activity Functions

Average Participating CVB's: 17

Participating CVB's Receive: All attending Rights Holders contact and RFP Information after show

NASC Sports Event Symposium

Description: NASC (National Association of Sports Commissions) provides an outlet for communication between sports commissions, CVB's, event rights holders and suppliers to the sports event industry to increase access to sports event information, awareness of issues within the industry, advancement of sporting events and value of organizations in their own community and the sports industry.

Date: April 2020

Location: Knoxville, TN

Cost for Show: \$1,395 members for first attendee, \$1,995 non-members first attendee

Membership Cost: \$795 (per calendar year)

Past Sponsorships: Mobile App, Onsite Guide, Rest and Recharge Station, Photo Booth on Trade Show Floor

Average Participating CVB's: 10

Participating CVB's Receive: Rights Holders contact and RFP Information after show

Travel Event and Management in Sports (TEAMS)

Description: TEAMS is a conference program with leading experts in the sports industry who have the latest inside information as well as a trade show with more than 300 sports-event suppliers and destinations that provides new contacts and ideas through personal appointment sessions, networking sessions and social functions.

Date: Oct. 1-4, 2019

Location: Anaheim, CA

Cost for Show: \$2,695.00 per CVB member

Past Sponsorships: Marketplace aisle signage, Charging Station

Average Participating CVB's: 5

Participating CVB's Receive: Rights Holders contact and RFP Information after show