

# FY 2019



SPORTS  
ILLINOIS

# MARKETING PLAN

Sports Illinois is a committee of:

Illinois Council of

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# ICCVB

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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](http://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
  - d. Education/Awareness
    - i. Provide education opportunities for participants of Sports Illinois through:
      1. Combined 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, 2019
National Association of Sports Commissions	April, 2019

**B. Aid in Developing an Advertising Plan to increase visibility**

Tactics:

1. Provide input for media schedule for FY19
2. Continue strategy of advertising in publications distributed before and/or during Sports Illinois Tradeshows
3. Print Advertising/Marketing: Sports Planning Guide, Sports Destination Management, SportsEvents Magazine, and SportsTravel Magazine
4. 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

#### 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

#### ICCVB Liaison:

Jayne DeLuce, Visit Champaign 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

#### 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
- Updates Sports Illinois Facebook page

**Proposed Budget – With Grant Funding  
Sports Illinois FY18**

<b>REVENUE</b>					
<u>DATE</u>	<u>TRADESHOW</u>	<u>ITEM</u>	<u>P2P</u>	<u>IL Grant \$</u>	<u>Total Revenue</u>
May 2019 (TBD)	Sports Illinois Huddle	Pay to Play (\$1,400 X 15 CVB's)	\$21,000.00		
		DCEO Sponsorship		\$30,000.00	
April 2019	NASC Symposium (Knoxville, TN)	Pay to Play (\$350 x 12 CVB's)	\$4,200.00		
		DCEO Sponsorship TBD		\$10,000.00	
August 23-25, 2018	Connect Sports Marketplace (Salt Lake City)	DCEO Sponsorship Connect Sports Tailgate Party – Tent Sponsor		\$5,000.00	
September 10-13, 2018	S.P.O.R.T.S. (Winston-Salem, NC)	DCEO Sponsorship Room Key sponsor		\$2,395.00	
Oct. 1-4, 2018	TEAMS Conference (Louisville, KY)	DCEO Sponsorship TBD		\$10,000.00	
		<b>Total Revenue</b>	<b>\$25,200.00</b>	<b>\$57,395.00</b>	<b>\$82,595.00</b>
<b>EXPENSES</b>					
<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		\$30,000.00	
April 2019	NASC Symposium	Pay to Play (\$350 x 12 CVB's)	\$4,200.00		
		DCEO Sponsorship TBD		\$10,000.00	
August 23-25, 2018	Connect Sports Marketplace (Salt Lake City)	DCEO Sponsorship Connect Sports Tailgate Party – Tent Sponsor		\$5,000.00	
September 10-13, 2018	S.P.O.R.T.S. (Winston-Salem, NC)	DCEO Sponsorship Badge sponsor		\$2,395.00	
Oct. 1-4, 2018	TEAMS Conference (Louisville, KY)	DCEO Sponsorship TBD		\$10,000.00	
		<b>Total Expenses</b>	<b>(\$25,200.00)</b>	<b>(\$57,395.00)</b>	<b>(\$82,595.00)</b>
		<b>NET</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

**Proposed Budget – Without Grant Funding  
Sports Illinois FY19**

<b>REVENUE</b>				
<u>DATE</u>	<u>TRADESHOW</u>	<u>ITEM</u>	<u>P2P</u>	<u>Total Revenue</u>
May 2019 (TBD)	Sports Illinois Huddle	Pay to Play (\$3,000 X 15 CVB's)	\$45,000.00	
April 2019	NASC Symposium (Knoxville, TN)	Pay to Play (\$350 x 12 CVB's)	\$4,200.00	
		<b>Total Revenue</b>	<b>\$49,200.00</b>	<b>\$49,200.00</b>
<b>EXPENSES</b>				
<u>DATE</u>	<u>TRADESHOW</u>	<u>ITEM</u>	<u>P2P</u>	<u>Total Revenue</u>
May, 2018	Sports Illinois Huddle	Pay to Play (\$3,000 X 15 CVB's)	\$45,000.00	
April 2019	NASC Symposium	Pay to Play (\$350 x 12 CVB's)	\$4,200.00	
		<b>Total Expenses</b>	<b>(\$49,200.00)</b>	<b>(\$49,200.00)</b>
		<b>NET</b>	<b>\$0.00</b>	<b>\$0.00</b>

**ADDENDUM: SUMMARY OF SPORTS ILLINOIS SPONSORED TRADESHOWS FOR FY'17**

**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, 2019

**Location:** TBD, IL

**Cost for Show:** \$1,400 (per bureau, additional \$1,000 for additional attendees from bureau)

**Sponsorship:** Individual Booth, Meal and Activity Functions

**Average Participating CVB's:** 15

**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 2019

**Location:** Knoxville, TN

**Cost for Show:** \$1,395 members, \$2,495 non-members

**Membership Cost:** \$795 (per calendar year)

**Past Sponsorships:** Mobile App & Onsite Guide, Rest and Recharge Station

**Average Participating CVB's:** 13

**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, 2018

**Location:** Louisville, KY

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

**Past Sponsorships:** Marketplace aisle signage, Charging Station

**Average Participating CVB's:** 3

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

### **S.P.O.R.T.S The Relationship Conference**

**Description:** S.P.O.R.T.S. is designed to bring sports event planners, rights holders and sanctioning bodies together with cities that want to host their events in pre-qualified, pre-scheduled sports appointments that are 50% longer than any other show in the industry. There are also opportunities for continuing education and social networking.

**Date:** September 10-13, 2018

**Location:** Winston-Salem, NC

**Cost for Show:** \$1,395 per person

**Past Sponsorships:** Sports Court Fun Zone

**Average Participating CVB's:** 4

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

### **Connect Sports Marketplace**

**Description:** Connect Sports is a conference with leading experts in the sports industry who have the latest inside information as well as a trade show with more than 250 sports-event suppliers and destinations that provides new contacts and ideas through personal appointment sessions, networking sessions and social functions.

**Date:** August 23-25, 2018

**Location:** Salt Lake City, UT

**Cost for Show:** \$4,250.00 per person

**Past Sponsorships:** N/A

**Average Participating CVB's:** 3

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