

FY 2018



SPORTS
ILLINOIS

MARKETING PLAN

Sports Illinois is a committee of:

Illinois Council of

ICCVB

Convention & Visitor Bureaus

TABLE OF CONTENTS

I. Mission Statement

II. Overview

III. Positioning

IV. Committee Goals

V. Objectives

VI. Target Audiences

VII. Strategies

VIII. Expected results/benefits

IX. Evaluators

X. Committee Structure

XI. Proposed Budget

Alternate Proposed Budget

Addendum: SUMMARY OF SPORTS ILLINOIS TRADESHOWS FOR FY'18

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 branding is done through the Sports Illinois Huddle, a conference created for rights holders by Sports Illinois, and the Sports Illinois Playbook, a booklet designed to market the entire state. 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 or retain state, regional and national events that increase travel and overnight stays in the State of Illinois, create quality, innovative, strategically driven direct sales and promotions campaigns, provide educational opportunities for its members and partners and operate an effective networking and communication plan.
2. Continue creating successful partnerships between the Illinois Convention & Visitor Bureaus Industry Associations, the Illinois Office of Tourism and Sports IL members.
3. Increase sports business and brand awareness throughout the state of Illinois.

V. OBJECTIVES

- A. Increase economic impact to the State of Illinois through Sports Marketing by 5%
 - a. Tradeshows
 - i. Maintain and increase presence & participation
 - 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-mail 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
 - ii. Educate the State of Illinois to the benefits of working with Sports Illinois and the local CVB.
 - e. Resources
 - i. Develop a referral system to retain and attract events.
- B. Establish and maintain committee structure

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)
2. Signs/banners identifying booth & "theme"
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

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

TEAMS Conference	Oct. 30-Nov. 2, 2017
Orlando, FL	
Sports Illinois Huddle	May, 2018
TBD, Illinois	
National Association of Sports Commissions	April 23-26, 2018
Minneapolis, MN	

B. Aid in Developing an Advertising Plan to increase visibility

Tactics:

1. Provide input for media schedule for FY'18
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. Future Advertising / Marketing "*Wish List*"
5. Continue to develop presence on social media

C. Partner with Market Illinois to promote the Sports Illinois Huddle

Tactics:

1. Market Illinois is offering assistance to write a press release shell and distributing among the Market Illinois members to fill in and use for their area. This press release will give an overview of the Huddle and why it is important to every participating convention and visitors bureau.
2. Market Illinois is offering to write an article to spotlight the Sports Illinois Huddle and then distribute to Sports Publications such as: Sports Destination Management, Sports Events and more.
3. Market Illinois is offering to work with the executive planning committee on graphic design assistance for Save the Dates, Mailers and any other pre-show collateral materials.
4. Market Illinois will designate a member to meet with Sports Illinois's executive team to discuss any other assistance we can provide.

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 the number of participants for each tradeshow booth
5. Increase unique visits and click through's on the Sports Illinois website

IX. EVALUATORS

1. Post tradeshow contacts and leads
2. Quarterly update of Sports Illinois ROI Tracking
3. Quarterly web tracking reports / RFP tracking / Pre-post email tracking
4. Track RFP's generated through the Sports Illinois website & tradeshows
5. Number of sports bookings via web and tradeshows

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

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:

Cory Hatfield, Peoria Area 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:

TBD

- 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
- Helps develop newsletter articles
- Coordinates apparel for Sports Illinois membership
- Oversees planning for TEAMS trade show and pay to play activities
- Updates Sports Illinois Facebook page

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

REVENUE					
<u>DATE</u>	<u>TRADESHOW</u>	<u>ITEM</u>	<u>P2P</u>	<u>IL Grant \$</u>	<u>Total Revenue</u>
May, 2018	Sports Illinois Huddle	Pay to Play (\$1,400 X 15 CVB's)	\$21,000.00		
		DCEO Sponsorship		\$30,000.00	
April 23-26, 2018	NASC Symposium	Pay to Play (\$350 x 12 CVB's)	\$4,200.00		
		DCEO Sponsorship TBD		\$10,000.00	
Oct. 30-Nov. 2, 2017	TEAMS Conference	Pay to Play (\$350 x 5 CVB's)	\$1,750.00		
		DCEO Sponsorship TBD		\$10,000.00	
September 18-21, 2017	S.P.O.R.T.S.	DCEO Sponsorship Badge sponsor		\$1,695.00	
August 21-23, 2017	Connect Marketplace	DCEO Sponsorship TBD		\$15,000.00	
		Total Revenue	\$26,950.00	\$66,695.00	\$93,645.00
EXPENSES					
<u>DATE</u>	<u>TRADESHOW</u>	<u>ITEM</u>	<u>P2P</u>	<u>IL Grant \$</u>	<u>Total Revenue</u>
May, 2018	Sports Illinois Huddle	Pay to Play (\$1,400 X 15 CVB's)	\$21,000.00		
		DCEO Sponsorship		\$30,000.00	
April 23-26, 2018	NASC Symposium	Pay to Play (\$350 x 12 CVB's)	\$4,200.00		
		DCEO Sponsorship TBD		\$10,000.00	
Oct. 30-Nov. 2, 2017	TEAMS Conference	Pay to Play (\$350 x 5 CVB's)	\$1,750.00		
		DCEO Sponsorship TBD		\$10,000.00	
September 18-21, 2017	S.P.O.R.T.S.	DCEO Sponsorship Badge sponsor		\$1,695.00	
August 21-23, 2017	Connect Marketplace	DCEO Sponsorship TBD		\$15,000.00	
		Total Expenses	(\$26,950.00)	(\$66,695.00)	(\$93,645.00)
		NET	\$0.00	\$0.00	\$0.00

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 the our guests a first-hand look of our facilities.

Date: TBD, May, 2018

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 23-26, 2018

Location: Minneapolis, MN

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: October 30-November 2, 2017

Location: Orlando, FL

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

Past Sponsorships: Marketplace aisle signage, Charging Station

Average Participating CVB's: 6

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 18-21, 2017

Location: Cedar Rapids, IA

Cost for Show: \$1,395 per person

Past Sponsorships: Sports Court Fun Zone

Average Participating CVB's: 2

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 21-23, 2017

Location: New Orleans, LA

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