



Double Peak Challenge Marketing Recommendations

Marketing 452 – Sports Marketing and Sponsorship
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Dr. Vassilis Dalakas
Professor
Marketing
vdalakas@csusm.edu

Holly Malan
Community Services Manager
hmalan@san-marcos.net

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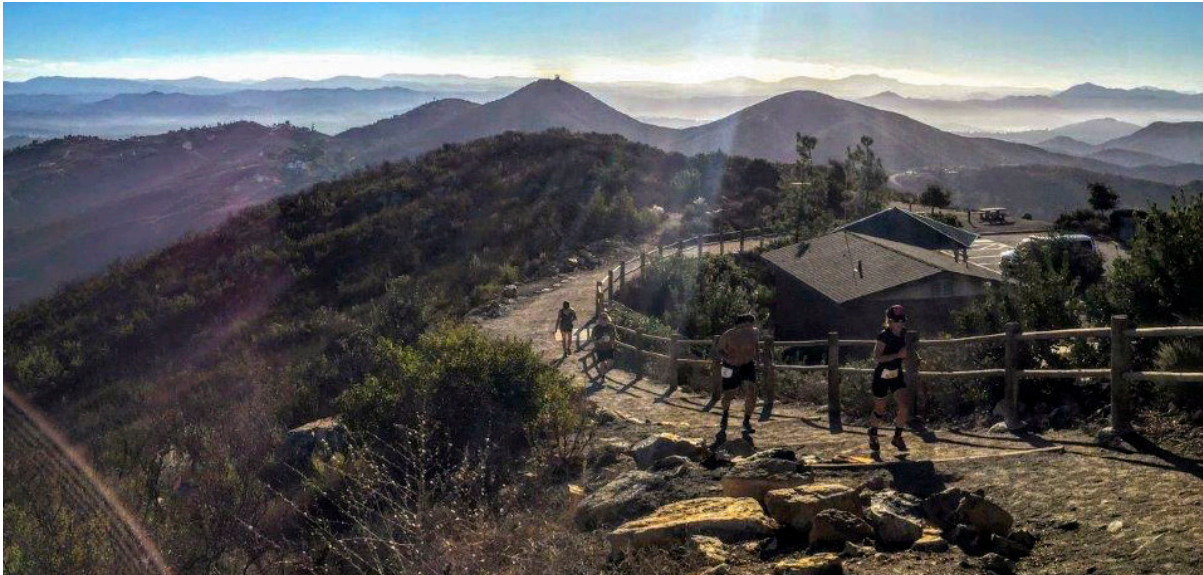
DEMOCRACY
IN ACTION

Marketing 452 – Sports Marketing and Sponsorship

SAN MARCOS
Discover Life's Possibilities



BACKGROUND



PROJECT SUMMARY:

Students from the Sports Marketing discipline will create a Sponsorship Marketing Plan for the Double Peak Challenge, a 10K, 2K and trail trot run to be held in September 2018. This event is led by the Friends of San Marcos Parks & Recreation board, a non-profit arm of the City of San Marcos Community Services Department. The sponsorship and marketing goals for the inaugural run held Oct 1, 2016, were intentionally set low as it was a first-year event. Students will review what was done and create a new or revised plan, incorporating everything from establishing sponsorship levels to promotion, execution and evaluation.

Double Peak Challenge Marketing Recommendations

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EXPECTED DELIVERABLES:

1. Meet with key Community Services staff to gain insight and background on the mission and vision of the Friends of San Marcos Parks & Recreation.
2. Attend a Friends board meeting; present the project and expected process to members; ask for their input
3. Include in the Marketing Plan the promotion to schools and the San Marcos Unified School District, running publications, non-profit groups, health & wellness partners, and other like-minded groups.
4. Research other 10K local runs, garner and incorporate ideas for best practices marketing efforts for this type of event.
5. Develop an evaluation tool for participants, sponsors and volunteers to utilize.

ADDITIONAL USEFUL INFORMATION:

Sponsorship Decks

2016 Sponsorship Packet

Friends of San Marcos Parks & Recreation board meeting dates 2017: Jan 20, Feb 17, Mar 17 at 12pm at San Marcos Community Center

TARGET SMALL BUSINESSES

..... Austin Burke

Target Market

The primary target audience is small businesses, who are actively seeking out team bonding ideas. Target those small businesses with employees that range from 10 to 35 personnel. For example, many small businesses take part in team bonding such as kick ball and softball. Participating in the Double Peak Challenge together would act as a fun alternative to other team bonding activities.

Objective/Goal

By exercising this idea of price bundling, selling two or more goods/services as a single package for one price, we can offer multiple race ticket entries at a discounted price to increase the consumer's perception of value.

Summary

The main concept of this idea would be to advertise three different price-packaging plans for small business owners. Each of these plans will leverage the idea of health and fitness and a way to promote team building. Of course, participants race individually, but showing them running together and accomplishing a 10k or 5k race provides the entire business the feeling of accomplishment.

Steps Involved

1. Two months prior to the race, create three pricing bundles that have significant value to different sized businesses. Have two bundles with a fixed amount of tickets for the bundle and the last one where the company can mix and match. Include some other incentives such as custom participant trophies for the office (sent in advance), custom water bottles, even custom made t-shirts. These items not only a) drive up the value of the packages but also b) show these businesses the benefits of doing this race.
2. One month prior to the race, begin advertising these different packaging levels. By using secondary research, locate all the potential small businesses and either contact their email, set up posters that stick in the ground near the businesses or reach out with a flier. Run many Facebook advertisements on social media to promote strictly to local small businesses such as those in Carlsbad, San Marcos, Escondido, and Vista. Carlsbad would be the biggest recommended area due to the growing population of small businesses.
3. One week prior to the race, create a sense of urgency on social media. This sense of urgency could be showing a clock ticking down or maybe saying this the last week to purchase a business race package. Something to make these business owners feel like they have to do it today or they will miss the deadline. This will also create a reminder for them as well, in case they forgot.
4. Three days prior to the race, send out an email blast, Facebook ads, and fliers that announce the race is almost here. Announce this is the last day to purchase these price packages.

Conclusion

The main selling point of this idea is the volume of race entry tickets. Of course, introducing small businesses this new team building activity is worth something, however, the race itself will make them desire to purchase a package.

ATTRACT AVID RUNNERS

..... Sean Ochwat

Target Market:

This recommendation targets passionate, hardcore and avid runners aged 16-65 years old. These people are excited about new racing and running events, and therefore are more likely to partake in the event and find value in our incentives.

Objective/Goal:

The goal of this recommendation is to bring more participants to the event, and increase the overall revenues of the Double Peak Challenge. Our incentives aim to increase the number of individuals that attend the event for the 5k and 10k challenges.

Summary:

I would suggest that the Double Peak Challenge create a recommendation and referral system to help draw more participants to the event. This is done by providing incentives to people in order to get them to recommend and referral others to the event, like friends and fellow runners. The incentives will incorporate a mixture of current ticket pricing discounts, future ticket pricing discounts, and free product. Ultimately, by offering special discounted prices and other incentives to those who bring others to the event, we can increase the overall amount of participants and attendants at the event, while increasing revenues for the Double Peak Challenge.

Steps Involved:

To begin, Double Peak Challenge should advertise on their website and social media pages that they are offering a recommendation and referral program to all who are planning to participate in the event. The referral program will work like this:

- Individuals that recommend and referral one other runner will receive a 10% discount off the price of their ticket as well as a 5% discount to the person that they referred.
- Individuals that refer two other runners will receive a 15% discount off the price of their ticket, and a 5% discount to the person that they referred.
- Individuals that refer three other runners will receive a 20% discount off the price of their ticket and a 5% discount to the people that they referred.
- Individuals that refer four other runners will receive a 25% discount off their ticket price, a 5% discount to those they referred, a sponsorship swag bag, and a 50% off discount voucher for next year’s races.

The referral program will be setup through the Double Peak Challenge website. There participants can log the people that they refer and put it into a system that is easily accessible to the people in charge of sign-ups. When participants sign up for the event, they will be asked about any recommendations and referrals that they have made and employees will check the system to see how many people they have referred and what type of discounts they will receive.

In addition to the discounts that these participants will receive for partaking in the recommendation and referral system, they will also have the opportunity to receive a free sponsorship swag bag by connecting to the event through social media. Those who participate in the program will be encouraged to share a picture of themselves with the people that they referred to the event. Using the hashtags #DoublePeakChallenge and #BringFriends, they can post their photos over social media and receive a gift at the event with proof of posting.

Conclusion:

Using this recommendation and referral program, we are better able to convert people that were not going to attend the event into people that are excited to participate in the event with their friends. Offering price discounts and other incentives are a great way to get more people to the event, as it is a good way to increase value to your customers. Many runners prefer to run with others, therefore it is a good idea to target and incentivize these people to encourage more of their running friends to participate in the event.

ATTRACT AVID RUNNERS

..... Terra McGinnis

Target Market

Men and women who are active year round, participate in local running events, and seek an extra challenge. The age range of this target market is broad, but would most likely be between the ages of 25 and 50.

Objective / Goal

To attract people to register for the Double Peak Challenge 10k event in 2018.

Summary

Develop a “3 Course Challenge” that features three running events by Sandy Feet Events throughout the year. Since this is a 3 Course Challenge, participants must sign up for the most challenging event offered at the following races. The events include the San Diego Resolution Run 15k in January, San Diego Beach & Bay Half Marathon in May, and the Double Peak Challenge 10k in October. Participants of this challenge must complete a combination of three of these events in consecutive order starting with any event. Once they have completed these three events, they will earn a 3 Course Challenge medal and a t-shirt. If a participant misses one event in consecutive order, they will be disqualified and have to start the challenge over.

Steps for all events:

1. Bring together the three events: Discuss with Sandy Feet Events the idea of bringing these three events together as an alternate challenge for runners and incentive to participate in multiple events. Although organizers should promote the events separately, they should also connect the events together as key parts of the 3 Course Challenge.
2. Provide information about the challenge: On each of the event websites, there should be a web page dedicated to providing participants with information about the 3 Course Challenge. This page will provide the rules about the challenge, logistics about picking up their prizes, and registration links for each race starting with the closest upcoming event.
3. Year-round promotion: Since this promotion involves 3 events throughout the year, they should be highlighting the 3 Course Challenge year round. When participants register for the races online, they should receive information about the 3 Course Challenge as incentive to sign up for the other races. As each specific event comes closer, it will be imperative to promote and highlight the 3 Course Challenge even more.

Steps for Double Peak Challenge:

1. Provide information on all marketing collateral: Organizers should implement an online information page on the Double Peak Challenge website once the logistics have been determined with Sandy Feet Events, the Resolution Run, and the Beach & Bay Half marathon. Informational brochures about the Double Peak Challenge should include a 3 Course Challenge section with rules and logistics of the challenge. All posters and promotional items should highlight that the Double Peak Challenge as part of the 3 Course Challenge and state that information can be found on the website.
2. Year-round sign up opportunity: Since each event is going to be promoting the Double Peak Challenge as part of the 3 Course Challenge, participants need to have access to sign up for the race throughout the year. If registration is not available, participants may forget.
3. Create a Facebook and Twitter page for the Friends of San Marcos: By creating these pages, you can target the active people of San Marcos and highlight the Double Peak Challenge to a more targeted audience. Promote these pages through the City of San Marcos pages that have a following and friendsosanmarcos.org. Once these have been set up, the pages should highlight the Double Peak Challenge throughout the year.
4. Set up an event tent and distribute race brochures at the Resolution Run: Since this is going to be the first event of the year and part of the 3 Course Challenge it is important to have presence at the race itself. Hand out brochures with race information to participants. This will increase their awareness about the 3 Course Challenge and the Double Peak Challenge. Provide participants with the opportunity to sign up at the event tent at a discounted price. Promote your appearance at the race through all social media outlets and web pages of the Friends of San Marcos and the City of San Marcos.
5. Distribute brochures in the North County and San Diego area: It is important to get physical information to the people. Choose locations where many active people go such as running stores, gyms, yoga studios, food places, local schools, CSUSM, and anywhere else. Distribute to as many stores in the San Marcos area and to more targeted locations outside of San Marcos. It will be important to get brochures in the San Diego areas near the other two events of the 3 Course Challenge as well. The first round of distributions should be about 8 months prior to the event, then again 4 months prior, and 2 months prior.

6. Set up another event tent and distribute race brochures at the Beach & Bay Half Marathon: This is the second event of the year, and is likely to be the second one of the challenge for participants. Remind participants that the Double Peak Challenge is next to complete their challenge. Additionally, let people know that it is never too late to start the 3 Course Challenge and that the Double Peak Challenge is next in the series. Again, provide participants with the opportunity to sign up at the event tent at the same discounted price as the Resolution Run. Promote your appearance at this race through social media outlets as well.
7. Begin highlighting the Double Peak Challenge in June: When June comes, the Beach & Bay Half Marathon will have completed and the Double Peak Challenge will be next in the 3 Course Challenge. Marketing efforts should highlight that it is the next event in the series and final event of the year. Social media posts should be made highlighting this, and the home page of the website should highlight this as well. Promote sign up for the race before prices increase. Since it is the last event of the year, it is highly likely that it will be the final event for participants to complete their challenge. No special discounts should be offered at this time, because the challenge should be enough incentive for people to sign up.
8. Steadily promote the 3 Course Challenge: From June to the beginning of August, make sure to highlight the 3 Course Challenge as incentive to sign up among other marketing efforts and sponsorship posts. This promotion should occur every few of weeks, to ensure that followers do not get overwhelmed or annoyed with the challenge.
9. Increase promotion in August: Come August, increase promotion of the 3 Course Challenge to every 2 weeks. Three weeks prior to the event, post once a week as a constant reminder of the Challenge. Ensure that your following knows that they are getting closer to either completing, continuing, or starting their challenge. Vary posts
10. Create varying posts: Make sure that the 3 Course Challenge posts vary. They should be informational, act as a simple reminder to sign up, create motivation and excitement about participating in the challenge, and/or showing appreciation for your 3 Course Challenge participants.
11. Set up a 3 Course Challenge booth at the expo and event: Provide a specific 3 Course Challenge booth at the pre-race expo where participants have the opportunity to learn about the challenge, the events involved, and the incentive to participate. At the event, this booth will provide the information, but will also be where people can receive their medal and t-shirt upon completion of their challenge.

Conclusion:

This plan will provide many benefits to all parties involved, and should increase the amount of participation in the Double Peak Challenge 10k. Providing a promotion that is creative, feasible, and yields results is imperative to any event's success. The 3 Course Challenge implements all three elements. It is creative because it provides extra incentive for people to participate in multiple events for a reward at the end. Many people who participate in running events like these enjoy challenges and rewards for their extra participation. T-shirts and medals are a large factor in why many people participate in events like these, and this challenge provides that along with the intangible sense of accomplishment. This idea is feasible because it is a low cost marketing idea because the prize is a medal and a t-shirt offered to a small group of people and funded by three events. The audience reach also triples because the Double Peak Challenge will be highly promoted at two events with participation of over 1,000 people each. It also benefits Sandy Feet Events because the focus is on events that they work with. Finally, it should yield results and increase profits because we are offering a low cost incentive that will increase the interest and participation of the Double Peak Challenge. Many participants that we are targeting do not put a price tag on the accomplishment and physical reward that a challenge like this has to offer, so they will be willing to spend the money to participate in all three events.

INCREASE CSUSM STUDENT PARTICIPATION

..... Kelcey Martinson

Target Market

The main focus will be to target both males and females who attend CSU San Marcos who use social media and have an active lifestyle. Ages will range between 18 and 25 years of age. As of 2015, the total enrollment of CSU San Marcos is 14,179 students.

Objective

The Objective is to improve the social media presence of the Double Peak Challenge in an impactful manner to increase the amount of followers and ultimately race participants by having them participate in a social media contest.

Summary

The City of San Marcos has about 1,060 Instagram followers and the CSUSM News page has over 6,500. The main point of this idea is to have both of these Instagram accounts working together to promote the Double Peak Challenge to the students on campus by having them participate in a social media contest. The point of this contest is to promote a healthy and active lifestyle, but also to have people share their personal stories about what motivates them. There is no current monetary cost for this recommendation, however, it will take a generous amount of time to create and share motivational content. It is also important to do so at appropriate times of the day to maximize exposure. There will also be time required to review all the entries and select winners. While posting content is a good way to gain exposure, the way you guarantee it is to encourage and promote user participation.

Steps

About two months before the race, the City of San Marcos page will create a post specifically directed towards college students that informs them about the race. This could mean that a person in the photo is wearing CSUSM colors or athletic wear. The post will encourage followers to follow the CSUSM News page and keep an eye out upcoming posts about the event. Certain hashtags will feature on all posts to make sure that the post has the most exposure. Examples include #DoublePeakChallenge, #CSUSM, #CityofSanMarcos, #10k, #5k, #runners, or #trailrunner.

Example post: Hey CSUSM students! What outdoor activities do you like to do when you are not tackling homework and group projects? Does running outdoors on the gorgeous hills of San Marcos sound like a worthy study break? Well the San Elijo Double Peak Challenge may be the perfect event for you! Visit @sanmarcoscity to stay up to date on upcoming events and contests! More info to come!

One week after the original post, the CSUSM News Instagram will post rules and guidelines for a contest to win a free race entry. The contest will be that followers have to post a photo or Boomerang video of them doing their favorite outdoor activity with a written post about what inspires and motivates them.

Example post: Alright CSUSM students, we want to see what your favorite outdoor activity is! Post a photo or Boomerang of you in action and write a post about what motivates and inspires you! It can be as long or as short as you want, but we will pick the top 10 most motivational and those winners will receive a free race entry for the Double Peak Challenge! Make sure to tag @CSUSMNews and @SanMarcosCity in your post! Good Luck!

There will be reminder posts every week restating the rules and encouraging followers to share their stories. The contest will run up until 2 weeks before the race and there will only be 10 winners. We will select the winners and announce them on both social media accounts.

Conclusion

The main selling point of this idea is that the City of San Marcos will be using the CSUSM News Instagram page to bring attention to the Double Peak Challenge. Social media can be an incredible resource for many companies and organizations when using it properly. This presence is only useful if the content created is sharable and has viral potential. The ones who will be creating this content are the followers. By having the post be motivational and inspiring, it has more of a possibility of becoming viral since it is positive. In addition, opportunities seem more valuable when they are limited; therefore, it is important to state when posting the rules of the contest to make sure that it is clear that only 10 followers can win free race entries. For those reasons, this idea will work because it maintains the value of the city and CSUSM while also encouraging the community to stay active and share motivational and inspiring stories.

GREEK DO DOUBLE PEAK

..... Sebastian Cervantes

Marketing Recommendations:

1. Greek Do Double Peak

- The target market for my marketing recommendation “Greek Do Double Peak” will be CSUSM Greek students. This target market is college students that actively serve the community with their volunteerism. They do not need to be fit, but the focus is to invite their presence because they are scholars and community service volunteers. We will be targeting to a young demographic aged 17-22.
- Objective/goal: To attract people to register for the Double Peak Challenge
- The key point of my idea is a social media promotion strategy that will connect the Greek participant to the San Marcos Promise beneficiary. By participating in this social media posting, they will feel motivated to run.
- The steps involved to implement “Greek Double Peak Challenge” are as follows:
 - 1) Post an Instagram selfie of yourself at CSUSM or Double Peak with a caption storying your education at college.
 - 2) Hashtag #GreeksDoDoublePeak and tag the Double Peak Challenge Instagram
 - 3) Five randomly selected to earn a free entrance to run.

- This social media promotion will be successful because it will create participation thanks to the random selection of free admission to run. Considering CSUSM has over 300 Greek members, there will be leaders who influence participation among their respective organizations. Internally those organizations that participate in events like Double Peak Challenge, receive credit for community involvement. It will also be successful because by posting a selfie storying someone's college education, it will create a connection to the San Marcos Promise mission of fostering higher education

TARGET HIGH SCHOOL RUNNERS

..... Erika Brown

Target Market

The target market for the Double Peak Challenge would be high school cross-country runners. Specifically, male runners that are always seeking to challenge themselves, maximize strength, and enjoy the outdoors. At four high schools that are close to the event (San Marcos, Escondido, Carlsbad, Oceanside, and Vista), each has 30 runners in their program with around 20 of them being males. Based on the current leaderboard for the male division in North County, all four of the mentioned high school's programs rank within the top 20. The rankings prove the runners' dedication to the sport. For this reason, targeting the stated high schools' cross-country programs will work. In addition, this is a great way to embark on the San Marcos Promise by teaching the participating students life skills like goal setting, discipline, and self-reliance.

Objective/Goal

The objective is to increase registration by 100 participants for the competitive 10k challenge.

Summary

To increase participation for the 10K challenge, I would suggest implementing a Frequent Runners program designed for people who compete in the 10K Double Peak Challenge. The program will consist of three tiers: The Supporter level, Advocate level, and the Loyalist level. The entry to each level will be based on how many points the program members are able to accumulate throughout the year. The Frequent Runners program will be based on escalator commitment. Meaning, once runners become a member of the program, the only way to go from there is up to Loyalist level. The Frequent Runners program will involve various tasks that members can participate in which include checking into events, competing in local races, connecting with the Double Peak Challenge on social media, and sharing photos from events.

Steps Involved

To implement the Frequent Runners program, the following arrangements need to be established:

1. Compile a list of appealing rewards and activities for members. With the event held in September 2018, it is best to have such list established and ready for implementation by fall 2017. This will grant plenty of time for members to

join and accumulate as many points as possible prior to the big event. Possible rewards could include discounts on local races, free entry to the 2018 Double Peak Challenge and free sponsor merchandise or coupons. As previously mentioned, activities that count for points can include sharing or posting photos and commenting on Double Peak’s social sites, checking-in and competing in upcoming local races or purchasing sponsored products. Lastly, completing the 10K Double Peak Challenge 3 consecutive times could be a challenging activity that members can towards and would ensure repeated attendance.

2. Enable a widget for the event webpage. For the rewards program to run effectively, organizers must include a widget such as Gratisfaction on the event webpage. The widget enables the owner of the site to view user analytics for the program. The analytics include the number of users that have signed up and their overall engagement with the program. With the event taking place in September 2018, the Gratisfaction widget needs to be added to the Double Peak webpage by fall 2017.
3. Allocate points for each tier level. Each tier needs a designated amount of points for members to attain. Once members have signed up for the event, they will be awarded 40 points, which automatically enrolls them into the Supporter level of the program. Members that have accumulated at least 75 points may enroll into the Advocate level. Lastly, members who have acquired 120 points may enroll into the Loyalist level and will automatically enter into the 2018 Double Peak Challenge Giveaway. To give members enough time to accumulate the maximum amount of points, points need to be allocated for each tier level by fall 2017.
4. Market the Frequent Runners Program. To raise awareness of the program’s existence, organizers should highlight it on the Double Peak Challenge’s webpage, the event’s social sites using relevant hashtags to maximize awareness. Also, consider marketing the program on race websites where the event is featured. Along with all the other arrangements, this should be implemented in fall 2017, one year prior to the race.

Conclusion

The Frequent Runners program reflects the concepts of commitment and social proof. With the effective use of the tier system, the Frequent Runners program will put members to the test to see if they can upgrade their status and reach the next level in the tier system. The program will consist of various tasks for members to complete to earn points and exchange them for rewards. Every time a member completes a task, it puts them one step closer to the Loyalist level. Essentially, this provides members with the incentive to accumulate as many points and as quickly as possible.

The Frequent Runners Program will help increase the annual 10K race participation and with the assortment of tasks to be completed, members of the Frequent Runners program will be rewarded for their active involvement with the event. With the program designed to be a challenge consisting of various tasks, targeting this program to male high school runners will work as they are all for competition.

DOUBLE PEAK DOG DAY

..... Blake Miliate

Target Market:

The local segments that would most likely appeal to the following marketing recommendations come from research performed on Claritas MyBestSegments. One is the “Winner’s Circle” segment, families with parents aged 35 to 54 with an upscale lifestyle. They are adventurous, physically active, frequently use technology, and have a median income of over \$100,000. They reside in the 92078 zip code, the same as Double Peak Park.

The other segment that would most likely be attracted is called “Upward Bound.” These family households have dual incomes with frequent purchasing activity and technology use. They like to get outside and enjoy creative events while participating in activities that are currently causing a commotion. The parents of these households are aged 25 to 44. These families reside densely in the 92029 zip code, a local zip code to Double Peak Park.

Objective/Goal:

To provide a pre-race activity that further attracts markets that fit the intended audience to the 10K Double Peak Challenge and increase registrations.

Summary:

A “Double Peak Dog Day” that is open to the public will be held the month before the 2017 Double Peak Challenge event from 1pm to 5pm on a Saturday. It will bring dog owners together to promote exercising your pets and offer discounted registration for the 10K race at designated tents near the top of the peak. To create liking transfer between the two events, the Double Peak Dog Day aims to reflect the positive feelings that attendees will feel when they participate in the 10K run the month after.

Steps Involved:

- Step 1: Define the event as a way for the community to come together and exercise with their dogs. The event participants will be starting at the bottom parking lot and running or walking their dogs to the top, where they can find snacks, refreshments and registration/informational tents on the upcoming 10K Double Peak Challenge race.
- Step 2: Create a Facebook event, and gather dog owners together to create photographic and video content to push through social media channels that will market the event during the six months before the Double Peak Dog Day.

- Step 3: Monitor social media activity and make appropriate and positive responses to anyone’s questions or feedback.
- Step 4: Check the number of RSVPs on the Facebook event 2 weeks prior to the dog day and order more-than-enough snacks and refreshments for the expected attendees. Buy giant shallow tubs for dogs to drink from, doggie bags, trashcans, and provide emergency dog food packs at the top of the climb for \$5 a bag.
- Step 5: At the time of event, offer 10% off registration for the 10K run at the registration/information tents, located in the top parking lot. There will also be an opportunity for attendees to pay \$1 for a raffle ticket that will give them a chance to win free entrance to the 10K.
- Step 6: Source volunteers from Friends of San Marcos to talk about all the events that they sponsor, which will further the relationship that they have with the Double Peak Challenge.
- Step 7: The main event will be “Doggie Drag Races” held in the top parking lot, where a 75-foot drag strip will be set up with a sign-in sheet for participants to race their dogs against each other. Each dog that participates will get a small milk bone dog treat at the end.
- Step 8: At the end of the event, there will be a raffle for five people to win entrance to the 10k run the following month.

Conclusion:

Dogs are an easy way for people to bond and come together. They provide entertainment and stories that people can tell because their dogs are an important member of their family. This event is a cost-effective way to provide fun for local families while advertising for the 10K Double Peak Challenge. It reflects the same vibe that the 10K run does because it is family-inclusive, all about fun, and generates positivity in a communal, local environment. The congruence between the two will prompt Double Peak Dog Day participants to want to relive the feelings they are having that day. They can then fulfill their desire through the discounted 10K race registration.

References:

- <https://segmentationsolutions.nielsen.com/mybestsegments/Default.jsp?ID=37&id1=CLA.PZP&id2=06>
- <https://segmentationsolutions.nielsen.com/mybestsegments/Default.jsp?ID=37&id1=CLA.PZP&id2=13>

INCREASE FAMILY PARTICIPATION

Dean Wiltsey

Target Market

The main target for this marketing plan is schools in the San Marcos Unified School District. This includes students of all grade levels (K-12), faculty, and the families of students/faculty.

Objective/Goal

The primary objective of this marketing plan is to encourage schools in the San Marcos Unified School District to get as many participants as possible to register and represent their school at the Double Peak Challenge. Additionally, this aims to increase participation by establishing this event as a friendly competition amongst schools in the local community.

Summary

The key point of this plan is to attract participants to the event by aligning the Double Peak Challenge with schools throughout the San Marcos Unified School district and allowing participants to represent their own school. In order to do this, the Double Peak Challenge should offer incentives to schools that allow for easy commitment, and then gradually increase the level of commitment with further requests. Schools will be incentivized to participate through labelling, discounts based on number of participants, and onsite booths.

Steps Involved

- Step 1: As soon as possible, schools should receive an easy opportunity to align themselves with the event. Event organizers can do this with a simple request from the schools to allow the Double Peak Challenge to feature the school name on the event website under a list of “Schools for Happy, Healthy, and Active Kids”. Labelling schools with phrases such as this will play into their commitment levels in the following steps.
- Step 2: Once schools have agreed to have their name on the list, or at least three months prior to the event, they should gain the opportunity to have their students, faculty, and families of students/faculty participate in the event and represent the school. If the school has agreed to the request in Step 1, they will feel more inclined to have their school participate. Offer the school incentives to have larger numbers of participants from their school. This works effectively through discounts, such as 10% off tickets when the school has 10 or more participants, 20% off with 50 or more, and space for a 10x10 booth when the school has 100 or more participants.
- Step 3: One month prior to the race, encourage schools to register more participants by publicizing on Facebook the total number of participants from each school. This will create a sense of competition between schools to get the most participants. Further incentives should also be offered to the school with the most participants. In addition to the competition for most participants, this event will naturally be seen as a friendly competition among schools. Since elementary schools make up the majority of schools in the district with 11 schools (middle school is the second largest with three schools in the district), they should be the focus when creating a sense of friendly competition. In order to capitalize on this, the Double Peak Challenge should offer prizes. The Challenges should offer these prizes not only for the winners of the races, but also those who won in categories based on schools and grade levels.

Conclusion

Aligning with schools throughout the San Marcos Unified School district will increase event attendance in multiple ways. First, positive feelings towards schools and community involvement will transfer to the event and increase likelihood of families and school faculty to attend. Second, by allowing students, faculty, and families of students/faculty to represent their own schools the Double Peak Challenge will benefit from any rivalry among schools in the district. Capitalizing on school rivalry encourage schools to get their students, faculty, and families of students/faculty involved. Lastly, by offering incentives for schools to register as many runners as possible the event will be able to gain large groups participants.

INCREASE FAMILY PARTICIPATION

Casey Van Camp

Target Market

The first target market for the Double Peak Challenge should be families with young children in North County San Diego: specifically, children between K-8th grades or children ages 4-12. The Friends of San Marcos Park & Recreation has teamed up with The San Marcos Pace Promise and the San Marcos Unified School District to co-host this event. Targeting families that come into direct contact with these organizations will be the most successful because they will have an attractive reason to support the race. Advertising in the classroom and throughout the community will attract families to attend the race and bring their children.

Targeting this specific age market for the Kid’s Trail Trot will encourage families to bring their young children. The adults may have the option to run a longer event if they choose, but the children will be able to participate and will be encouraged to exercise. Since this event will have more than just the actual running challenge, there will be excitement for the kids, along with exercise and community involvement.

Objective/Goal

The objective for the Double Peak Challenge is to attract more participants to the event and encourage support from the community. Since this is a local event, promotion within the community and local schools is the key to success. The Friends of San Marcos Park & Recreation want to encourage the community to get active and show their support for this local event. By targeting families, we can increase the participation of not only the family members, but of their friends and fellow school community members. Friends are more likely to join families they know and support this event; they might even participate themselves.

An idea for marketing the Kid’s Trail Trot is to have prizes for the Trail Trot winners or a raffle for kids during the race expo. The prize could be a bike, beach toy basket, skateboard or anything that encourages kids to play outdoors. There can also

be kid-friendly activity area, or “Kids Zone,” at the race expo that will include face painting or a bounce house. By having activities that appeal to kids, and advertising this at the schools, students will be encouraged to attend and bring their families.

In order for a promotion to be successful, it must be creative, feasible, and yield results. With the implementation of the Kids Zone, this will attract participant’s attention and want them to get involved. In addition, this Kid’s Zone will be easy to implement because community volunteers could serve as face painters and organizers can reach out to local businesses for donation or sponsorships for other activities. The addition of the Kid’s Zone and new promotional ideas this should yield positive results and bring more participants to the Double Peak Challenge.

Summary

The key point of this idea is to get kids excited about the Double Peak Challenge and encourage them to come to the event. Families will want to participate if their children are excited about the event. The Friends of San Marcos Parks and Recreation may also spread their message of communities coming together and promote an active lifestyle. By involving the community, advertising the event in schools, and getting the target market excited about the event, participation will increase and this event will be successful.

Steps Involved

- Develop a Marketing Strategy
- This should include a presentation at San Marcos Unified School District schools, informational flyers and posters throughout the community, and advertising on social media.
- Create a Marketing Timeline/Schedule
- A timeline and schedule is critical for the success of any event. This schedule needs to include specific times for marketing, visiting schools, and prep time for the race expo and event. This will help keep members of The Friends of San Marcos Parks and Recreation team on schedule and knowledgeable about what needs to be accomplished before the event. It will make sure that all members are following the same time line and have a goal for when certain aspects of preparation, such as finding sponsors or vendors, need to be accomplished.
- Contact Vendors / Find Sponsors
- Finding sponsors or vendors that will be attractive for children and encourage them to come to the Kid’s Trail Trot. This should occur before any advertising takes place, so those promoting the event know what attractions will be at the Double Peak Challenge. Try to look in the local community for face painters, or carnival equipment rentals. Local community members may be willing to donate items for free promotion, or may even be looking to sponsor the event.
- Promote Double Peak Challenge at Local Schools
- If there is a school rally, special event, or during their physical education classes, race promoters should attend and advertise the event to students. Since children age 5-12 are the target market, school is the perfect place to advertise
- Community Outreach
- Speak at city hall meetings, visit community service groups in the area, and advertise to members of the community. Posters and other marketing materials should be placed around North County encouraging families and experienced runners to take the Double Peak Challenge! The main goal of this event is to involve the community and encourage them to become more active. Promoting this event will encourage participation and get the community excited about the upcoming event.

Conclusion

This idea will be successful because it will attract more participants to attend the Double Peak Challenge and will connect with the Friends of San Marcos Park and Recreation mission of helping bring together the local community. By heavily marketing the Kid's Trail Trot and focusing on the target market of children ages 5-12, young families throughout the community will be attracted to this event. By adding more child-friendly attractions to the post-race expo, families will have an added benefit for attending the event.

INCREASE FAMILY PARTICIPATION

..... Tyler Johnson

Target Market:

The target market would be all students that attend elementary schools within the City of San Marcos, the schools where these students are enrolled and the parents of these students.

Objective/Goal:

The goal of this would be to attract the younger generations into having fun running in the Trail Trot and to encourage their parents to run in the Double Peak Challenge to bring awareness of the event to the community and promote active lifestyles. In turn, this results in future attendees of the Double Peak Challenge. If a child and a parent sign up, we will use price bundling by giving the adult a discount on their entry fee. In return, the Elementary school with the most students that attend will receive a free school play day funded by the City of San Marcos.

Summary:

The plan is to get elementary students to sign up for the Trail Trot and bring awareness of the Double Peak Challenge to the parents. The school with the most students to attend will win a play day where they can split into teams to play sports and games to win prizes instead of having a normal school day. Some of the games include beach flags, dizzy bat, spoon relay, soccer, water balloon toss, dodgeball, and more. We want to show the community that the City of San Marcos promotes healthy and active lifestyles for younger generations by encouraging them to run in the Trail Trot and then rewarding them with active play at their school.

Steps Involved:

- Step 1: Contact a private company that sets up play days to get an estimated cost.
- Step 2: Have the City of San Marcos approve the plan of the school competition and price bundling of student and parent.
- Step 3: Confirm that all schools approve of the play day. If schools do not approve of it, then they will not participate in the competition.
- Step 4: Make a flyer that shares the information about the Trail Trot, the competition between schools and the prize.

- Step 5: Promote the competition and price bundle on the website of the Challenge and pass out enough flyers to have one in every classroom at the elementary schools in San Marcos that participate.
- Step 6: Acquire the extra volunteers to work the Trail Trot sign-in and allocate the attendees from each school.
- Step 7: Contact the school that wins and ask them for dates that would work for them to have a play day.
- Step 8: Contact the private company that sets up the play day and confirm a date.
- Step 9: Share the contact information of the school and private company to have them coordinate when they can have the play day.
- Step 10: Oversee the event to ensure this was a positive experience for the students and to look for any changes that can be beneficial for future events.

Conclusion:

This idea will be successful because children love competition and they love prizes. With this marketing promotion, the Trail Trot has the potential of needing multiple waves to allow all the children to run the trail safely. Giving the price bundling option of one parents 10k Challenge entry fee discounted with a Trail Trot child will also bring in more 10k Challenge participators. This event can only benefit the City of San Marcos with more income from the event as well as the community having a positive perception of the city.

INCREASE FAMILY PARTICIPATION

..... Madeline Johnson

Target Market

The target market is families with students attending any grade (K-12) within San Marcos school districts. By targeting families, this allows opportunity to attract all ages, from adults to young children to participate in the Double Peak Challenge.

Objective / Goal

To attract people to register for the Double Peak Challenge, specifically the Trail Trot for Kids.

Summary

The marketing recommendation for the 2018 Double Peak Challenge is an Ice Cream Social event for the school with the most participants at the event.

The key point of this idea is to engage with local families within the San Marcos school district to highlight community

involvement, unity, and interaction. The idea is that the Double Challenge is not just a race for the runner in a family, but it is an event for the entire family and all ages.

The idea will encourage local, friendly competition between schools, which will be utilized to create hype, excitement, and anticipation for the 2018 Double Peak Challenge.

This marketing concept can be easily advertised through school newsletters, on-campus posters, and daily announcements. The biggest challenge in implementing this marketing recommendation will be communicating with local schools and getting them on-board with promoting the Double Peak Challenge. The incentive will be the winning school being awarded an Ice Cream Social, provided by the Double Peak Challenge and city of San Marcos.

Steps Involved

The steps involved in implementing this idea will be short and simple, as follows:

1. Create a list of local San Marcos Unified School District schools.
2. Contact all schools to set up an appointment with their principal in order to discuss the Double Peak Challenge event. Explain what it is, what it supports, why the school should promote the event to their students and families, and why it is in the best interest of the school to be a part of the Double Peak Challenge.
3. Create and sign contractual agreements with all participating schools, and provide them with the guidelines for the competition to see which school will have the most Double Peak Challenge participants and win an Ice Cream Social. Example of instructions: Include Double Peak Challenge info in weekly newsletter, announce during school announcements, create on-campus classroom / grade competitions with incentives to see which class / grade will have the most participants in the Double Peak Challenge, and have on-campus posters / signs encouraging families and students to sign up.
4. Set a deadline at all schools for last-call participant sign-ups.
5. Provide the option for parents and students to register on-campus in the front office for convenience. If they sign-up outside of their school campus, they will still have the opportunity to put their school name on registration forms with proof of attendance.
6. Plan Ice Cream Social event for winning school with volunteers, supplies, entertainment such as music, movies, bounce houses, and / or games.
7. Keep track of participants from each school.
8. Set Ice Cream Social date with winning school.

Conclusion

This marketing idea works because the Double Peak Challenge is a community, family-driven event for all ages. Offering this incentive stimulates social motives in the need for affiliation and interaction within the San Marcos community.

Not only does the race offer a 10k, but also a 2-mile and Trail Trot for kids. Because of these key points, it is important to target families with children, and what better place to directly communicate than via local schools?

This marketing strategy have a direct impact on local families through schools, and it is extremely efficient, effective, and affordable. The Double Peak Challenge will receive exposure through multiple different outlets - public and private schools - elementary, middle, and high school. It is a great way to reach a wide audience with convenience and ease.

This marketing recommendation is also low-cost and does not require getting a company on-board with supporting your event. It is highly likely that schools will be supportive and excited to get involved within the San Marcos community. School newsletters, daily announcements, and posters / signs on-campus are also cost-free, which is a huge bonus.

The main driving effort in this will be contacting schools, scheduling appointments, organizing the process, and keeping track of school sign-ups. Additionally, the only cost will be the Ice Cream Social event.

This event can be simple, but the best way to show appreciation and give back to the community will be by putting on a memorable night for the winning school. It is creative, easy to implement, gives value, and is feasible to provide. Some ideas are:

Ice cream truck	Movie night
Shaved ice truck	Game truck on-site
Create your own sundae station	Bounce house with obstacle course / slide

INCREASE FAMILY PARTICIPATION

..... Lucas Johnson

Target Market

The target market that I recommend The Friends of San Marcos Parks and Recreation Board focus on are families. To be specific, small low to middle class families of one or two children near the San Marcos area whose children's age range is between 5-13 years old. Additionally, the behavioral segmentations involved should be those who seek benefits and perceive value as important. For example, a free Trail Trot family outing benefits the parents as it comes with no cost and the kids as a family fun activity.

Objective/Goal

The overall goal is to increase attendance to the Double Peak Challenge event itself. To be more specific, the goal of this marketing recommendation and promotion is to increase parents of the target market mentioned above to attend the Double Peak 5k Fun Run/Walk.

Summary

The key point of this recommendation is to focus on getting parents to commit to a small request, such as taking their kids to the free Trail Trot Fun Run. After that, we then want to further the promotion strategy aimed at the parents attending the 5K. By doing so, we increase participation of the event, as well profits. The concept we are utilizing here is that of frequency escalators, which has an overarching goal of getting people to the top of the escalator. In this case, the top would be the 10K, but we are focusing on a strategic goal, which is to get them to commit to the 5K. The reasoning behind focusing on the 5K instead of the 10K is that its more realistic for a small family attending, as they may be more inclined to participate in the 5K rather than a strenuous 10K timed challenge.

Furthermore, what consumer behavior studies show us is that to get people to commit to a large request, we must start by getting them to commit to a smaller, easier request. In this case, the small request is for the family to attend the free Trail Trot, and the large request being the 5K. By being aware of this concept and aptly incorporating that into our marketing strategy, we are better able to increase our attendant participation.

Steps Involved

The steps involved on implementing this strategy are as follows:

1. Begin online social media marketing campaign 3 months prior of the Double Peak Challenge by focusing on the value of a free, fun family outing with the Trail Trot Fun Run. Using free software such as Hootsuite allows for easy implementation of an automatic feed of social media updates about the event.
2. Continue to run online promotions and possibly paid radio promotions depending on budget until 1 ½ months until the event.
3. Now that there has been ample awareness of the free Trail Trot, we then switch gears to promote the 5K by leveraging the commitment they have already made, for example, “While your kids have a blast with their friends, challenge your loved one to our 5K Fun Run!”
4. Three weeks before the event, send out e-mail information to those who have registered asking them to share the event to their friends so they can join them.
5. At two weeks before the event, send out calendar reminders to those who have registered and recommendations for things to bring.
6. Continue to run the online marketing campaign / paid promotion on other outlets until the day before the event.

Conclusion

The benefits of this recommendation are that it is not expensive or difficult to implement, as the Friends of San Marcos are already promoting the Double Peak Challenge event on their social media platforms. We would adjust their current social media marketing campaign approach and use this recommendation to narrow our focus and implement our strategy. In conclusion, by utilizing this recommendation of implementing a frequency escalator idea combined with our knowledge of how people commit to large requests, we can capitalize on the innate behaviors we as consumer carry and implement our strategy to obtain our goal of increased participation.