**Semper Fi CycloCross Relay Race Marketing Plan**

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**Introduction & Mission Statement:**

Our event is a single-day CycloCross race in Moscow, ID at the Fountain Family Industrial park. Our rationale for the event is the uniqueness of the event, as no other CycloCross races have been done for a 489 projects. CycloCross is also considered an aspect of cycling often overlooked, though it is still popular and has the possibility of drawing in many people from our community. The sport of CycloCross can be compared to parkour on a bike that has a road bike type frame with mountain bike type tires. The challenge to bring in participants to a “non-traditional event” is one that our group is ready and encouraged to take on. We are hosting the event just before a season culminating race in Sandpoint, ID, which takes place on November 16th. By doing so, our event is unique to the fact that participants can train one last time before the season ending race. It is a great opportunity for those who want to better themselves as well as come out and try CycloCross for the first time.

The mission of our Semper Fi CycloCross Relay Race is commitment to effective and unique services. Participants of the Semper Fi Night CycloCross Relay Race will be treated fair and with respect. Local and community based pride is achieved through the constant pursuit of excellence; reflected through the image of our Semper Fi CycloCross Relay Race.

**Stakeholders Benefit:**

Our stakeholders are the participants of the event as well as a possible venue and our sponsor(s). Our participants would benefit through the communal and friendly environment our event offers. Our sponsors would benefit by increased exposure due to the amount of participants our tournament would produce, promote a positive light on their organization, and be involved with something that is rarely seen in the Palouse. Our group also saw a genuine fit between Marines of the Palouse and the sport of CycloCross. A fit is needed for our partnership to work and we saw both the Marines of the Palouse and CycloCross as a relationship encompassing some of the same characteristics such as tough, dedication, competitive, hard working, and grit.

**Economic Impact: (CITE)**

The economic impact could be a direct input of money into the Pullman or Moscow area, more specifically our venue. Local businesses inside Moscow (the Fountain Industrial Park) will benefit greatly. Also a place of business like WINCO or Safeway could benefit from our concessions purchases. Our group can also potentially have an impact on local bike shops, and other sponsors, as we will recognize all that helped out in putting on the Semper Fi CycloCross Relay Race throughout the event.

**Goals & Objectives:**

Our main goal is to put on a professional and successful CycloCross Race. We want to expose our sponsors in the best light possible and provide an economic growth to our community and charity. Be able to successfully market our tournament to the Washington State University community and develop a partnership with those involved to possibly make this tournament an annual event.

**Market Research**

Based on prior knowledge of Wednesday night races previously held at the Fountain Industrial Park, our group acted on that knowledge to host a CycloCross event. However, we know the target market will be local cyclists of all ages, genders and ability. CycloCross occurs on a closed course, which consists of a plethora of obstacles and terrain. Through this, people can participate on a mountain, road, or even a specific CycloCross bike during this event. The open ability of bicycles in this event allows all who are interested access to this event. Through this event, we will still reach a target market as unique as our previous event. A season culminating race is taking place the 16th of November in Sandpoint, ID. Our group knew about the Sandpoint race, and by hosting this event just before the culminating race, our relay race will give riders an opportunity to workout one last time before the last race of the season.This makes the date and opportunity of the event makes the Semper Fi CycloCross Relay Race very unique.

**Target Market**

First and foremost, we are going to go after the Palouse Bicycle club, residing mainly in Moscow, ID. We can then reach out to other cycling clubs from Spokane, Seattle, and Northern Idaho. Also, we can contact the Washington State University and University of Idaho clubs to promote interest amongst other college students.

The region of Palouse will be the macro target market, with Pullman and Moscow being the micro. Even more detailed within that micro target is the age group, which we plan on targeting the 18-24, 25-34, and 35-49 age demographics, who are active and open the most up and coming sport in America. Through this age group, we also plan to target men as well as women equally, as biking is a relatively neutrally sexed sport. We will market to our target market through social media, flyers in local bike shops, flyers on the busses of Pullman Transit, and an advertisement on the video board owned by Tri-State.

**Marketing Mix (CITE)**

See Appendix

**SWOT Analysis**

See Appendix

**Sponsorship Plans (CITE):**

The most effective way to approach a potential sponsor would be to introduce the sponsorship proposal to the sponsor in person. First, by introducing the event and the charity that the event is supporting. Next would be to disclose the organization of the event and the event venue. Lastly set up a meeting to discuss the proposal further. The sponsorship will include three levels of sponsorship. The sponsorship for our event will increase exposure to the sponsor which will lead to increases sales. The first level will involve a product donation to be used as prizes for the event. In return the sponsor will receive recognition on the promotion material as well as an advertisement at the venue. The second level will include a product donation as well as a $100 contribution. The sponsors will have the same exposure as the first level plus an announcement by the MC every twenty minutes. The third level will provide a product donation and a $400 contribution. The sponsor will receive the same recognition as level two and the naming rights to the event. The best way to communicate to different sponsors is to disclose the sponsorships that have already been acquired in order to insure a fit between sponsors.

Our group was able to procure donations that enabled us to put this event on as well as donations that will be included in our raffle. Veloce Velo, a bike shop located on Mercer Island, WA, in the Seattle area, heard about our event and donated a $120 set of handlebars and a $150 helmet. We were also able to reach a deal of a donated advertisement on the video board outside of Tri-State, in Moscow, ID. That ran for 8 seconds long, every cycle the board ran. Fed-Ex Office also donated 145 free copies of a flyer produced for our event. Paradise Creek and Rolling Hills Bike Shops promoted our event on their respective Facebook pages and Paradise Creek plans on setting up a promotional table at our event as well.

Colt Fetters, a professional photographer also contacted us and will be at Semper Fi Wednesday Night Cyclocross Race, taking pictures free of charge of the course, participants, spectators, and the entire event. We will post the pictures on our website post event for all involved to see.

Appendix

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| **Product**   * 2-3 person Cyclocross Relay Race * Moscow/Pullman-wide | | **Place**   * Fountain Industrial Park, Moscow, Idaho |
| **Promotion**   * Surrounding university cycling clubs, UREC, social media, and other cycling clubs in the Palouse, and Marines of the Palouse, ZFUN Radio On-Air Promotion, Tri-State Video advertisements, and bike shops in the Pullman/Moscow region. | | **Price**   * Free to both participants and spectators. Upon entering the event everyone will receive an informational card about Marines of the Palouse encouraging donations. There will also be a raffle of a few higher priced donations from sponsors. |
| **People**   * Prior experience with cycling community or Cyclocross * Act in an appropriate, polite manner * Minimal Volunteers * Group Members running event | **Process**   * Kept informed through a Twitter account, Facebook page, and through advertisements noted in   Promotion.   * Clean, professional area event will occur | |
| **Physical Evidence**   * Our event must be presented in a formal, structured setting * Passionate Cyclocross racers will be in attendance from the Pullman/Moscow area |  | |

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| **Strengths**   * WSU/ID Cycling clubs * Fountain Industrial Park ‘Sky Ranch’ Cyclocross course * Uniqueness * Marines of the Palouse * Date of event | **Weaknesses**   * Uncertainty of event * Drawing in special target market * One in group with previous cycling and Cyclocross experience * Time of event |
| **Opportunities**   * Huge popularity * Growing trend * Marines of the Palouse for exposure | **Threats**   * Uncertainty of venue/event * Short notice * Weather (snow/rain destroying property) * Other events, entertainment, prior engagements, other opportunities |