



2012 Marketing Committee Report

Mission

The Marketing Committee is established to serve as an advisory group to the USA Triathlon Board of Directors for marketing initiatives, and provide oversight on larger partnership opportunities being considered by USA Triathlon's Marketing Department. The Marketing Committee has shifted its focus from being a reactive group that simply reviewed contracts, to a more proactive role in which the Committee leverages its resources to help promote and further USA Triathlon's marketing initiatives.

2011 Accomplishments

1. Approval & completion of major sponsor contracts such as Gold-Level Partners Active Network and Rudy Project, and Silver-Level Partner Jaybird.
2. Provided sponsorship prospect leads including eventual contract signing of GU Energy, and current discussions with Chevy Volt.
3. Supported and attended first-ever USAT Sponsorship Summit while successfully advising on branding, digital media, demographics information and promotional activities.

2012 Objectives

1. Identify new committee chair and replace vacant member spots (3-4) on the committee with well-connected and high-ranking members of the sports marketing industry.
2. Continue to increase the Committee's involvement in USAT's marketing goals and leverage non-endemic contacts and expertise of Committee members to open doors and further initiatives.
3. Minimum of 4 teleconferences (quarterly) to allow USAT the opportunity to update Committee on needs/goals.

Conclusion

This year saw the departure of several Committee members, including some who had to rescues themselves due to professional conflicts of interest that had arisen. As a result, the committee is entering a rebuilding phase in 2012, which presents an opportunity to re-focus the direction of the group and add fresh perspective, experience and expertise. With a projected 18% increase in overall marketing revenue from 2010 to 2011, along with the addition of the highest cash sponsorship in USAT history this year, the marketing program is excelling and the committee looks forward to contributing to its growth and expansion.

Submitted by:

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