



## 2010 Marketing Advisory Committee Report

### Introduction

The USAT Marketing Committee was created as a means to provide oversight and direction to the USAT marketing staff in regards to partnership and sponsorship deals that could have a significant fiscal impact for USA Triathlon. The Committee is comprised of independent members with various marketing expertise. The Committee is intended to oversee all major marketing contracts that may generate yearly revenue or expenses in excess of \$25k (cash) or \$50k (value-in-kind), or binds USAT to a relationship for greater than 36 months.

### 2009 Accomplishments

In 2009, the Marketing Advisory Committee was utilized for two significant contracts.

First, the Committee was contacted about a potential agreement with TYR Sports. The proposed contract was submitted to the Committee who in turn provided direction that enabled USAT to finalize an agreement with TYR.

Secondly, the Committee was involved in the development of a deal with headphone provider Jay Bird Audio. Since USAT rules consider it illegal for participants to use headphones while racing, this deal provided some inherent challenges. The Committee was able to help guide USAT staff towards developing a mutually beneficial resolution. The suggestion was brought to the USAT Board of Directors, who consequently approved the Committee's suggestion, enabling the USAT staff to confirm the profitable relationship.

### 2010 Objectives

In 2010, the Marketing Advisory Committee will continue its role as a resource to the USAT marketing staff as they negotiate their more significant relationships. Additionally, the Committee's goal is to have quarterly marketing teleconferences with USAT staff to discuss the strategic direction of the organization as it relates to their marketing efforts. Understanding the experience of the Committee members and the knowledge and benefits that could bring, we feel such consistent interaction could help generate more marketing opportunities for USAT and provide valuable feedback on the continued growth of the organization.

Submitted by:  
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