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## 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.

### 2012 Accomplishments

1. Approval & completion of major new sponsor contracts such as MetLife and Capital One, as well as renewals with GU, Garmin, Avis/Budget, Rola, Competitor Group, and SweatVac.
2. Advised on launch of new online store through official merchandiser, TriSports.com.
3. Supported and offered guidance on agreement and future transition of [usatriathlon.org](http://usatriathlon.org) to USOC Network.

### 2013 Objectives

1. Provide sponsorship prospect leads that lead to at least one contract signing of a new Gold- or Silver-Level Partner. Emphasis will be placed upon non-endemic categories such as auto, financial services, banking, electronics, telecommunications, specialty retail and food (including Quick Service Restaurant), etc.
2. Advise on best sales solutions, techniques and presentation materials for the organization moving forward, as well key branding strategies and marketing campaigns. This includes an increased emphasis on Paratriathlon and youth programs.
3. Hold a minimum of 4 teleconferences (quarterly) to allow USAT the opportunity to update Committee on needs/goals and receive input.

### Conclusion

USA Triathlon's sponsorship cash revenue continued to increase significantly in 2012 – 49.1% over 2011 – as well as the overall quality and value of our portfolio. Employing an agency model, client services continue to expand and become more sophisticated. The first full year of the re-launched website established USA Triathlon as a widely recognized leader in the online category throughout the endurance space and the U.S. Olympic Movement. The organization and the sport are well positioned for further growth in 2013 and the Committee will play an integral role while supporting National Office efforts and helping to craft the blueprint for the next quad.

Submitted by: Vince O'Brien, Chairman/Board Liaison



MEMBER

