

# **USMS MARKETING COMMITTEE**

## **ACTION ITEMS**

- **Secure USMS booth space at ASCA—Mary Lee Watson**
- **Commit to manning ASCA booth—Clay Evans**
- **Investigate USMS to appear on ASCA program—Jim Wheeler**
- **Develop USMS program for ASCA as appropriate—Clay Evans**
- **Plan for and secure better giveaways for USMS trade show booths—Watson, Wheeler, Evans**
- **Confirm Planner in '98 budget—Hill Carrow**
- **Update and distribute Planner in '99—all**
- **Send out new USMS PSA's to requesting teams—Jim Wheeler**
- **Send out subcommittee sign-up form for all Marketing Committee attendees—Hill Carrow**
- **Sign up for subcommittee preferences—all**
- **Activate subcommittees—Lil Haneman, Rich Burns, Clay Evans, Mary Lee Watson, Mel Goldstein, Deb Morrin**
- **Refine and finalize USMS Marketing Plan—all**
- **Begin work toward achievement of finalized Marketing Plan goals for '99--all**
- **Script and choreograph committee presentation to House of Delegates—Jim Wheeler**

## Minutes of USMS Marketing Committee

October 2, 1998

**Committee Member Attendees:** Hill Carrow, Chair, Rich Burns, Clay Evans, Mel Goldstein, Lil Hancock, Linda McCowan, Deb Morrin, Melissa Rinker, Mary Lee Watson, Jim Wheeler.

**Committee Members Absent:** Jim Barber, Sandy Neilson-Bell, David Radcliff, Gerry Rodrigues, Sandi Rousseau, Everett Smethurst.

**Total Delegates at Meeting:** 37

- 1) Minutes of '97 Meeting, San Francisco: previously distributed to all committee members.
- 2) '98 Marketing Committee Report to House of Delegates:
  - Mary Lee Watson added her activity representing USMS with a booth at the National Parks & Recreation Directors—Aquatics Division in Panama City, Florida in March. The booth was well located and Power Bars were handed out to attendees.
    - Clay Evans and Jim Wheeler commented that though handing out sponsor products was nice, such items do not have staying power.
    - The Committee generally agreed to enhance such handouts in the future with notepads or similar desktop items with USMS logos, etc. that would serve as a continuing reminder of USMS.
  - This discussion led to committee members suggesting that with USMS' recognition of the importance of coaches, USMS should be represented at ASCA. The ASCA convention is the week prior to the National Parks & Recreation gathering.
    - Mary Lee has determined that a booth there will cost \$500.
    - Clay suggested that USMS be on the program. Jim indicated it was late for that but he would investigate.
    - Mike Collins recommended we provide the brochure on how to run a masters team, including financials of running a team, as handouts at ASCA (including coach references).
    - Clay volunteered to man the booth.
- 3) Mel Goldstein (Past President) Report
  - Mel announced Viktor as the newest national sponsor. Mel indicated he was close to bringing on two new national sponsors including one in the awards category.
  - Mel stated that Kastaways exclusive license to sell USMS logoed merchandise expires this year. Mel is interested in expanding the availability (and

hopefully revenues) of licensed products by expanding the number and geographic locations of distributors.

- Rich Burns asked whether there were any problems created by sponsorship of so many swimwear companies and whether Mel felt comfortable with what USMS gives back to sponsors. Mel responded that swimwear companies peacefully coexist and appreciate the exposure and access. He also said that he felt comfortable with sponsor returns.
- Art Mayer pointed out that Alamo is a sponsor that can directly track USMS business since USMS members have to use a special account number to access discount rates.

#### 4) Budget Update

- Hill presented the budget changes.
  - Primary changes from 1998 in revenues are 25% increase in sponsor revenues and \$2,000 in licensing ('98 was \$0).
  - As for expenses, the budget is increased roughly in proportion to increase in revenues and the entirety of the increase is generally dedicated to membership marketing initiatives.
  - Hill is slated to appear before the Finance Committee on Saturday and will present the budget with the representation to the committee that the Marketing Committee will exceed its '98 expenses in '99 if and only if revenues increase (i.e. expenses will only match or be less than revenues, never in excess thereof).
    - ❖ Rich commented that the Committee is generally good to marketing.
  - Rich and Nancy Ridout indicated that money had been allocated in the '98 budget for printing and distribution of an updated Planner.
    - ❖ Several members commented on the value of the Planner (pro and con) and it was determined that subcommittees would evaluate the cost/benefit ratio of continuing the planner.
  - Jim stated the expense line item for videos may not require as much as is budgeted since teams will pay for copies of the PSAs.
    - ❖ Jim was pleased to announce the completion and availability of the PSAs (at long last). Teams can acquire a BETA copy for \$75 each.
      - Mike Collins asked that consideration be given for subsequent copies at less expense and Jim said he would pursue such.
      - Clay also suggested such tapes go out with "how-to-distribute" materials.
  - Linda reminded the membership of possible additional expense for ASCA (which Hill said could be taken out of the video surplus).

#### 5) & 6) Proposed Subcommittees and Marketing Plan

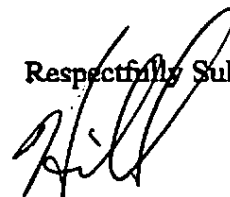
- Hill presented the suggested new subcommittees, the chairman of each, and the Draft Marketing Plan which those subcommittees will support. (This information is attached.)

- Hill emphasized that this is a work in process and that the subcommittees will help refine and finalize the plan.
- Further, subcommittees can include participants from outside the Marketing Committee membership.

6) Other Business

- USMS Website—a key USMS marketing tool
  - George Simon suggested the committee look at the site as having potential for advertising revenues.
- Committee Presentation to the Board—will be a USMS apparel fashion show. Jim Wheeler will coordinate.

Respectfully Submitted,



Hill Carrow

# **USMS MARKETING COMMITTEE**

## **Subcommittees**

### **Subcommittee**

### **Chair**

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Development

Lil Haneman

Brand Marketing

Rich Burns

Membership Marketing

Clay Evans

USS Initiatives

Mary Lee Watson

Sponsorships

Mel Goldstein

Research & Planning

Deb Morrin

Convention Report (ad Hoc)

Jim Wheeler

## **USMS Marketing Committee**

### **Subcommittees**

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#### **Development**

Charge: Identify new means of creating awareness of and sources of revenues for USMS and USMS clubs.

Comment: Initial ideas might include 1) a full clinic circuit, 2) swim meet circuit, 3) officials/coaches/trainers/administrators certifications, 4) more licensed products, 5) club fundraisers (with a national component) – including a transferable “template” for successful events.

#### **Brand Marketing**

Charge: Develop, the USMS “brand” on a national basis.

Comment: Should look at all “channels” for increasing awareness of and affinity for Masters swimming. Could include unique and or bigger events, advertising, promotions, public relations activities, educational sessions, clinics, etc.

#### **Membership Marketing**

Charge: Develop a variety of programs and initiatives designed to increase USMS membership and participation.

Comment: Should include national as well as local programs, including advertising and promotional pieces (print, broadcast, etc.) that can be easily adapted for local use.

## **USS Initiatives**

Charge: Develop and expand upon the relationship with USS.

Comment: Initiate joint clinics and camps together with USS utilizing USS/USOC facilities. Explore shared office space, joint sponsorships, and combined activities such as marketing and management.

## **Sponsorships**

Charge: Identify and assist with attracting additional sponsor support to USMS to meet and exceed marketing plan. Provide input on and help resolve (with an eye towards long-term resolution) sponsorship issues.

Comment: Subcommittee should analyze USMS member corporate connections and act as an expanded sales team where necessary and appropriate. Deal with "conflicts" that primarily arise with national championship meets. Respond to questions from clubs re local marketing assistance.

## **Research and Planning**

Charge: Compile and conduct research to facilitate USMS marketing effort. Continue development of USMS marketing plan.

Comments: Should include research 1) on current sponsors and potential sponsors including USS-affiliated, swim-oriented, and adult-oriented corporations, 2) on other Masters sports, benchmarking against their best practices for marketing their respective sports.

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**USMS MARKETING COMMITTEE**  
**USMS MARKETING PLAN**  
**1999 – 2001**

**MISSION:** Facilitating and enhancing the long-term growth and prosperity of United States Masters Swimming.

**MAJOR GOALS:**

- Increase awareness
- Increase participation
- Increase corporate support

**STRATEGIES:**

**Increase Awareness**

- Advertising
- Fundraising
- Marketing partnerships with sponsors
- More clubs
- More events
- More print coverage
- Partnerships with other sport governing bodies/events
- Promotions
- Speakers Bureau
- Special Events
- Television Coverage
- Word-of-mouth

**Increase Participation**

- Better recruitment
- Feeder programs
- Lower costs
- More coaches
- More facilities
- More facility availability/conveniences
- More programs
- More enticing programs

**Increase Corporate Support**

- Better relationships
- Improve margins
- More knowledge/research
- More solicitations
- More value
- New relationships
- Targeted partnerships



## **TACTICS:**

### **Awareness**

- **Advertising** – flyers, P.S.A.s (radio, TV), sports magazines, newspapers
- **Fundraising** – for local events, for special events (e.g. swim-a-thons)
- **Marketing Partnerships with Sponsors** – sponsors promoting their USMS affiliation and support
- **More Clubs** – grass roots efforts to expand USMS programs into more facilities
- **More Events** – local: 1-day, select-event, fun-event competitions: nationals: more championships (e.g. short course meters nationals), match races, super long-distance events
- **Promotions** – e.g. club with largest membership increase gets five free attendees at NIKE clinics; new subscribers to swim magazine in drawing for trip to worlds
- **Speakers Bureau** – have local masters swimmers/coaches present to civic and sports clubs
- **Special Events** – community celebrations focussed on adult sports (with Masters booth, etc.)
- **Word-of-Mouth** – all swimmers as USMS ambassadors

### **Participation**

- **Better Recruitment** – stage open house events welcoming potential swimmers to learn more about Masters; recruit lap swimmers; teach our coaches, team leaders how to be good salesmen
- **Feeder Programs** – out of clinics, camps
- **Lower Costs** – local fundraising can allow for lower costs per swimmer/facility
- **More Coaches** – can be best ambassadors/recruiters; set up camps/clinics to train, encourage more; try to improve coach compensation
- **More Facilities** – work with existing facilities to open them to Masters program, grass roots effort encouraging more private (e.g. YMCA) and public pools
- **More Facility Availability/Convenience** – perhaps more extended hours or more convenient hours for Masters workout would result in longer participation
- **More Programs** – in keeping with any increase in facilities; likewise expand USMS hours (e.g. lunchtime)
- **More Enticing Programs** – add social and special activities, specialized training, interesting and fun workouts, etc. to keep interest and attraction levels high

## **Corporate Support**

- **Better Relationships** – expand and improve upon relationships with current sponsors (with eye towards increased commitment long-term)
- **Improve Margins** – current “profit margin” needs to be greater
- **More Knowledge/Research** – better understanding of current sponsors can lead to expanded partnership, identification of other corporations (their products, markets, and decision makers can lead to additional sponsors)
- **More Solicitations** – the number of sponsors successfully landed is directly proportional to the pitches made
- **More Value** – examine where USMS can add more bang for the buck and attract more sponsors accordingly
- **New Relationships** – so many times relationships are the key to corporate support, USMS needs to examine its own members and their contacts to develop new sponsors
- **Targeted Sponsorships** – USMS needs to cherry-pick companies that will best advance USMS

## **SPECIFIC GOALS (1999 – 2001)**

- Increase membership 10% per year; exceed 42,000 in 2001
- Annual 1 hour USMS feature on national TV
- Increase the number of USMS programs/clubs 5% per year
- Improve sponsorship margins from 25% to 40%
- By 2001, bring in \$60,000 in net revenues to USMS solely from Marketing Committee initiatives
- Add 5 national sponsors
- Add at least 1 additional major national championships event
- Develop at least 1 major sport governing body/event marketing partnership
- Develop and implement at least 1 national promotion intended to draw attention and more members to USMS
- Develop 1 national fundraising event
- Assist with a coach identification and development program