

Resource/Promotional Material - Trade

Entry: The Bradenton Area Sports Playbook

TARGET AUDIENCE

The Bradenton Area offers beautiful beaches and extraordinary escape, plus one of Florida's most diverse and developed sports marketing destinations – a vital component that builds awareness as well as future leisure visitors. Targets for the guide were sports event organizers, coaches and athletic directors seeking locations for their particular tournament or training needs, particularly those that county's Sports Commission staff might meet at various sports conferences and summits.

OBJECTIVE

Although possessing a storied history and broad association with a variety of sports at every level – from amateur to pro – the destination needed to integrate its entire story, and present itself to the world, establishing itself and positioning itself against other destinations in the state. The objective of the sports marketing brochure was to aid the destination's Sport Commission in presenting the area to potential sports event organizers, coaches and athletic directors, providing a tool to offer in-depth information on facilities and programs regarding the broad sweep of sports in the area. The ultimate goal was to increase sports group business to the destination through the booking of various large-scale tournaments and training events in the area.

IMPLEMENTATION

To provide insight into how to best present and position the destination, an Initial in-market survey was conducted of various sports marketing partners in the community. The CVB and its agency then performed an in-depth market survey to determine the range and scope of the area's sports marketing assets.

Given the sports target, it was decided to offer the guide as a "Playbook," similar to the notebook a coach might use to devise and record the best plays. The guide would provide overview information about the area, establishing its sports credibility as well as broad information organizers would need to consider in order to bring their group to the destination.

Given the rise of information being delivered and available on mobile devices, as well as for distribution efficiency, the guide was also developed and produced separately for mobile platforms, taking advantage of functionalities such as linking to the destination's and other websites, linking to phone numbers, navigation apps and more.

Additionally, the digital version of the Playbook was loaded onto special sports wristbands for dissemination at sports events and conferences.

RESULTS

The brochure is credited with aiding the destination in obtaining a huge and dramatic upswing in sports groups coming to the area, resulting in a 40% increase in sports-related events for the destination. The destination realized a total of 42 new events covering eight separate sports, bringing 54,200 overnight visitors, which was up a whopping 23% over previous years. Events included Major League Soccer's pre-season games with US and international teams, U.S. Soccer's Nike Friendlies, and 2014 training in Olympic ice skating. The guide was associated and credited with generating a measured and quantifiable \$78 million in economic impact for the destination, up an astounding 30% over previous years.

BUDGET/COSTS

Total budget and actual combined cost for printed and digital publication was \$XXX, including design, print production, digital programming, and deployment and distribution costs.