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2015

## Event Planning and Promotion, Blog 1

Rianna Davis-Gaetano  
*Virginia Commonwealth University*



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Rianna Davis-Gaetano

# Self Assessment for Event Planning and Promotion

October 6, 2015 | [rbdavisg](#) | [Leave a comment](#)

I learned from being in this course that events are involve complex planning. I was glad to learn that if you strategize the event and plan accordingly, you could pull off a multitude of events that have them sponsored by non-traditional sponsors (Fit Concept for Sponsorship). The large employers for Virginia were great sponsors for the UCI World Championships, because their sponsor buy in concept was to draw new global talent to their Virginia or Richmond based company. Lee Kallman and Richmond 2015 were able to sell that sponsor benefit concept because that planned a strategy of potential benefits for non-traditional sponsors for an international cycling event. This ability to think outside of the box, when trying to draw in sponsors for an event, opened my whole concept of sponsorship.



This image of Clint Eastwood, bring alot of more interest to cycling, because this is thinking outside the box when advertising.

Another aspect of event planning, I learned from this course that if you are going to sponsor, a huge event you have to break up in marketing teams. One issue, I am not really sure that Richmond 2015 and Richmond City Government did not place enough time and energy into was the city's reception for the event and cyclist's coming into the area. There were not many signs in the local store neighborhoods surrounding the race. I spoke to Brompton's Bike General Manager, and she indicated she was rudely treated by all three bike shops in Carytown. I discussed it with a couple of Carytown merchants, and they indicated that the Carytown merchants decided that they were not brought into the planning of this major event, so they were not going to go above and beyond for the cyclist or the event. I went around Strawberry's Street and many major shopping spots in the Fan District and Carytown, and there

were hardly any signs or banners, welcoming the cyclists or affiliated employees. I learned anytime you plan any event, you have to understand attitudes and who it impacts. I would indicate or invite the surrounding neighborhoods in the planning of the event or ask for sponsorship. I would bring the merge the interest or at least attempt to come to a mutual understanding of how the event will impact local businesses and neighborhoods. For some Monument Avenue restaurants, they lost 65 percent of their local business. This is a huge impact for a small business owner.

We learn from the previous events that have occurred on a larger scale, but fit concept of sponsorship, impact of community, and engaging the community into the event doesn't change.

What do you think Richmond could have done differently to assist the small businesses?

#self-assessment, #vcubrb, and #vcueventplanningandpromotion

## Kickoff Event for New Dance Program

October 6, 2015 | [rbdavisg](#) | [Leave a comment](#)

I would like to organize an event for a new non profit after school dance program for underprivileged middle and high school students of City of Richmond. The event would be a kick off event for this new after school program that focus on body image, confidence, and dance and movement. The event would be advertised through middle school and high school counselors, administrators, and drama teachers, who could identify children with that level of creative energy or interest. The event would be through invite only. Each invited student would have to develop some creative dance or movement in order to audition at this kick off event. 100 children would be invited to the audition/kickoff event. Our goal would be accept 50-65 kids that audition in the after school program. We will focus on getting sponsor for the kickoff. We would approach the Hippodrome on 2nd street to host this event for us in their facility, because it would be great advertisement and publicity for their facility. It would be advantageous to Hippodrome to increase their community engagement image. We would approach the local restaurant and other food vendors in the 2nd street and other food vendors, like Nick's meat and essentials to sponsor food food this event. We would all approach Relay food and Kroger Foods, because they are food companies that want more presence in those community areas. We would get would approach dance apparel companies to donate some prizes to the best presentations, and it would be easy branding and advertisement, since we will post this event and program on all social media forum, and contact all the new stations for coverage. We will try and coordinate with the Latin Ballet and Center Stage to assist in the event with prizes (dance instruction) or assisting in recruiting more sponsors. We will coordinate with UNOs to see if they will sponsor the event. The advantage to UNOs, is that the number of minority that donate organs. This would be a great event to get their message out.



Do you think arts should stay in school or should the community be responsible for picking up the slack?

#first ,#vcubrb and #vcueventplanningandpromotion



## Bike Race Wow – Behind the scenes of coordinating the Bike Race in Richmond

October 6, 2015 | [rbdavisg](#) | [Leave a comment](#)

Lee Kallman stood at the podium on September 9, 2015, presenting on a worldwide event that Richmond was going to be the center of on Sept 27, 2015. Lee amazed the audience with the raw honesty of the vision and coordination of how he and his company, Richmond 2015 put this monumental event together. Lee delivered to us an overall of the role out of how the UCI Bike Race was planned, coordinated, sponsored into the Richmond property. Lee clearly explained the marketing team's strategy to obtain sponsorship for this event. They realized that they needed to attract non traditional sponsors for this type of event, i.e. not cycling-related sponsors. Lee spoke of this event being like the "Super Bowl" to Europeans, but to Americans, who are not as connected to cycling, it would be an event, and one big party, with all the activities that will be focus around the race (brilliant strategy for

the Richmond residents , and rest of the Northeast attendees). Lee explained that their strategy for sponsorship was to attract sponsor that would have a longer termed investment into the event. Even though this event would only happen in Richmond once, Lee and his team, know to pitch to sponsors the attracting Europeans and Americans from other cities such as Washington, D.C., Maryland, New York to Richmond. The event would be attracting job talent from job seekers that normally would not look at Richmond as a place to move to for employment and lifestyle. Lee explained with the time difference in Europe to us, internet, TV, and other media sources. The UCI Bike Race are predicted to receive some of the highest viewership for an event. Non local Viewers and attendees will see how nice and centrally located Richmond is to the D.C., beaches, and mountains. Lee and his team were able to get the top Richmond and Virginia based and affiliated companies, such as: VCU Medical Center, VCU, Altria, and Dominion, because of all the recruiting of global talent market possibilities. That's where the non traditional approach to selling sponsorship was applied for Lee and his team. They were able to attract local sponsorship of these major players because of the long term employment investment piece. What a great strategy towards obtaining sponsorship! Especially for an event of this magnitude that the American public and sponsors were not well versed or interested in. This is a great lessons for all event planners and business owners. Look outside the box to obtain sponsorship, and go non traditional, if that is a better fit.



“Using Social Media for Cycling Sponsorship”

YouTube [https://www.youtube.com/watch?v=l6TMf\\_ejt4](https://www.youtube.com/watch?v=l6TMf_ejt4)

## The Perceived Fit concept and how it plays into sponsorship

October 5, 2015 | [rbdavisg](#) | [Leave a comment](#)

Companies are placing more emphasis on unique experiences to sell to sponsor in order to sell their brands. As the article explains, the sporting event and brand does not have align with the same concepts. Olsen and Mathias Thjomoe reviewed several research studies on related to the fit construct in sponsorship, particularly in the sport industry and explained, selling beer at a triathlon. Triathlons are the symbol of health and fitness, but beer is not. There is a perceived fit for sponsors because the public have bought into beer products being served at sporting events. That's why a U.S. company that product's are outside of the cycling industry would sell their products at an International Bike Race. They

understand that research has shown that sporting events attendees attribute t-shirts, alcoholic products, unhealthy food with sporting events. The specialized products that are for the cycling industry may not be of interest to the average consumer at a sporting event. Through proper branding and advertising, if the sponsor can see the America public assimilates their products to this particular sporting event; it does not matter if the product actual aligns with the goals of the sporting event (health, wellness, strength, and athleticism).



Why is the America public so easy persuaded to buy products that are unrelated to the event they are attending? Why hasn't consumers taken back some of their buying power. What does it say about the sponsors that are selling these products that are an unhealthy product of this event? What does it say about the event coordinators that allowed this sponsor and products to be sold at this health and wellness sporting event?

#sponsorship, #vcubrb, and #vcueventplanningandpromotion