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Event Planning and Promotion, Blog 3

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T. Floyd Johnson: UNIV 291-041 Event Planning and

REFLECTION ON UNIV 291-041

OCTOBER 10, 2015 | LEAVE A COMMENT

It was such a pleasure and an honor to be a part of history with VCU in contributing to the legacy of the 2015 UCI Road World Championship. It was amazing to learn how detailed and tedious it is within the marketing and sponsorship field. As an education major, I truly underestimated how much preparation goes into events such as these, even into the final days! The articles that Professor Avasthi gave us, although initially confusing, paired so well with the presentation by Richmond 2015's Lee Kallman and FanFest itself when preparing questions to ask the sponsors. I think the most profound information that I took from the class was how through Mr. Kallman's talk, I was able to understand the concept of articulation of fit with events and sponsorship and how that was the major basis of how many of the sponsors for FanFest were acquired. With focusing on cycling as a form of recreation and transportation as opposed to solely racing, appealing to companies looking to increase employee engagement and looking at local and statewide companies to step and fill in the role of nontraditional sponsorship was an innovative technique to implement which I think worked extremely successfully. With my own endeavors into the nonprofit field, I will definitely utilize the methods learned from Professor Avasthi and Mr. Kallman.

To my classmates: By the experience gained from this class, do you think that you can use these tools in your future endeavors that we talked about in our first blog?

Until next time, world.....TaShawna J.



Enjoying FanFest with Tomato Head of Texas Beach Blood Mary Mix Company located in RVA (Richmond, VA)

◀ SELF-ASSESSMENT

LEE KALLMAN PRESENTATION

OCTOBER 10, 2015 | LEAVE A COMMENT

Our class was fortunate enough to meet and listen to the Vice President of Marketing and Business Development with Richmond 2015, Mr. Lee Kallman. He brought his years of expertise and experience to speak with the VCU students about his approach to courting sponsors for the 2015 UCI Road World Cycling Championship.



For the past four and a half years, Lee Kallman and Richmond 2015 have given countless presentations, nationally and internationally, introducing the event and explaining the benefit and the impact that it would have. Although Kallman, who is a cycling enthusiast himself, was excited about bringing a heralded international event back to the United States after nearly thirty years, he divulged that bringing the bike race was more about global visibility than the actual cycling itself. Within the United States, cycling is not high in the mainstream sports landscape. This event's audience however is three times the size of our Superbowl and it was up to Kallman and his team to figure out the best way to get the proper sponsorship for an event of this size.

Kallman focused on what he was trying to sell instead of what the audience wanted to buy. He took an untraditional approach to selling sponsorship, a technique that he utilized while working with events with the Women's Soccer Team in the wake of their cultural explosion after the 1999 Women's World Cup. Instead of a stadium, the race showcases the nuances and the beauty of the community as its playing field. Thus, he appealed to many Virginia-based companies and entities, many which did not use marketing departments. This proved to be vital as the bigger corporate sponsors they reached out, like Gatorade and Nike, use statistical and qualitative data to base their sponsorship off of. Richmond 2015 could not provide dated information from the previous race back in the 1980's and data from other countries would not be applicable to our position in the United States, let alone Richmond. Still, their group was able to lock down Fortune 500 companies by appealing to the employee engagement. A few of the sponsors had recently moved their headquarters to Richmond, resulting in a high number of relocations to our special place on the map. Mr. Kallman explained how it was common when companies uproot their workers to a new city, they are looking for a location where their employees and their families can feel comfortable and enjoy their new surroundings. As a result, many companies will enjoy sponsoring events such as the UCI Road World Championship that will bring entertainment to their home.

I truly enjoyed and valued the knowledge imparted by Mr. Kallman with my professor, classmates and myself. After seeing the success of the bike race in Richmond, I wonder if my classmates believe that Mr. Kallman and Richmond 2015 should regroup and look to try to bring the race back in 2020 (since he mentioned that after 2010, they enacted where the race only moves out of Europe every five years)?

*picture taken from Mr. Kallman's Linked In profile

AN EVENT THAT I WOULD LIKE TO PLAN

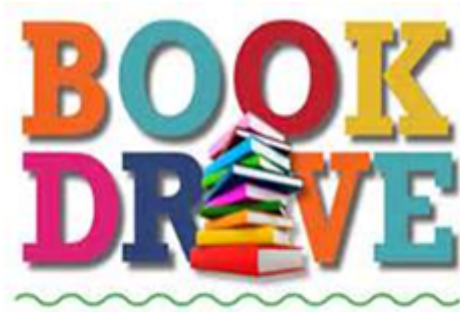
AUGUST 30, 2015 | LEAVE A COMMENT

As an education major, I have an investment in the uplifting of not only the students but the teachers and creating support systems for both. In the next few years, I am planning to create a book drive for the elementary schools in Petersburg so that teachers can begin or augment their classroom libraries. At the end of the fundraiser, I want to plan a celebratory event to bring awareness to the importance of literacy in lower-income populations, to encourage and retain great teachers in the school system as well as to promote the event for the upcoming year (we will be focusing on one school each year so that they can get the optimal amount of support and resources).



Within the event, I believe that there are many places where sponsors can benefit. To aid with building small seats for the libraries, I had in mind that Lowe's or Home Depot could send over a representative who could do demonstrations with teachers to perform these projects themselves. This could be beneficial as the teachers might feel more comfortable with d.i.y. projects and frequent their stores more often. Also in the realm of décor, we could appeal to a craft store (i.e.-Michael's, Hobby Lobby, A. C. Moore) to create a project that could be easily taught and assembled to the teachers. To increase the ROI (return of investment), they could possibly have coupons to offer teachers to entice them to patron their stores. I would perhaps ask local restaurants in the Tri-Cities to offer samples of their menus throughout the day and have more information about their venues so that teachers might use their services, whether it be a bite to eat after a long day in class or having grade level meetings in a new environment. Also, I was thinking of raffles or competitions throughout the fundraiser by donations from local craftspeople/businesses who might would want to improve their social image. By bringing the community together for a great cause, I am hoping that we would receive more philanthropic gifts to offset expenses. However, I am prepared to apply the techniques that will be learned in this class for sponsorship, need be.

Question to class: As this event is geared more to donating and teaching in the community, what types of activities could be used/displayed during the celebratory event to garner sponsorship as opposed to donation, to create an experience that might be replicated and used for future years?



◀ BOOK DRIVE ◀ FIRST ◀ SPONSOR

HELLO WORLD!

AUGUST 24, 2015 | 1 COMMENT

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