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Event Planning and Promotion, Blog 4

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Nathan Land

Self-Assessment

October 12, 2015 | [Nathan](#) | [Leave a comment](#)

Throughout this course, I was often intrigued and delighted of the knowledge I acquired. This was my first online class experience, and I enjoyed the weekly assignments. I was concerned about how a group project would pan out with an online setting, but my group proved to be hard-working and adaptable. Additionally, the professor always replied to my concerns within a couple of hours, which I greatly appreciated. I have/will use the information I learned from this class and apply it to whenever I see festivals or big-sponsor events. It is interesting to figure out what motives the sponsors have for supporting the event.



2015 UCI Bike Race Sponsors – Group 3

October 5, 2015 | [Nathan](#) | [1 Comment](#)

Throughout the 2015 UCI Bike Race, sponsors from local Richmond communities and bigger corporations from around the region gathered together to pull off an extraordinary event. During the event, Group 3 enjoyed the festivities and studied why and how the sponsors decided to participate in the event.



Richmond's welcome to the many countries that participated in the race. Photo by Will Weaver.

Viva La Local had a temporary (popup) shop located at West Broad Street and FanFest for the duration of the race. Viva La Local has been "providing local talent and brands with creative shopping events since 2007." It has won many awards since its existence, including a 2009 VMFA Muse Award for creativity in business.



Blanchards Coffee, a company based in Richmond, produced a special UCI Roast which was featured in the popups. Photo from Viva La Local website.

Viva La Local's goal of having these popups was to extend a "piece of Virginia", as the company's website says, to internationals. With home decor and other artisan made goods the shops promised to please anyone looking for a true piece of Virginia. The motive behind joining the FanFest was simple to the company. In recent years, small businesses have been fighting to maintain their part in shopping areas. Viva La Local wants more and more people to support momandpop sort of shops, in hopes to

stimulate the local economy. The stands at the race gained great attention and surely gave small business owners something to be optimistic about in the future.

-Nathan Land

Davenport and Company

Nathalie Corry

Davenport and Company is a full service firm that offers a complete range of investment services including insurance, financial planning, research, and investment management. Headquartered in Richmond, Virginia, Davenport and Company has over 425 associates and oversees billions in assets for clients.



The firm has been in Richmond since 1863 and has been apart of downtown for quite sometime with plans to join FanFest since early April of 2015. The booth at FanFest and other sponsorships played a great role in capturing the company's target market as well as PR plans developed by their managing director, Kristen Becker. Clients, family, children, and friends of all ages helped decorate the booth at FanFest by colored artwork in support of the UCI Championships.



Hubs peanut company was apart of FanFest during the UCI world bike race as a way to expand their range of customer clientele. The president of the company, Lynne Rabil, explained "The people and businesses of Richmond have been very important to our businesses through the years and we wanted to show our support for this major international event. We wanted to educate people that peanuts are a nutritional and healthy snack. It was an opportunity to market our product to a group interested in

active living.” This is how and why they decided to get their company involved. At the event they sold out of two of their products.



Customer service manager and representative of company.

Rabil explained how the fact that they were one of the few vendors selling a food product was one of the ways they reached out to the fans. They also were giving out online coupons to REI that required email, giving them contact information to customers.



President of company and me atFanFest.

We also discussed the fact their company and their product had connections to cycling enthusiasts. Peanuts being a healthy snack, sold in individual “power packs,” are great for all cyclists.



Marshall Rabil, Director of Sales & Marketing, is a cycling enthusiast, who will be promoting Hubs as a nutritional and healthy snack next September. He is organizing a 444 mile ride on the Natchez Trace from Nashville to Mississippi. – Ben

What was your favorite part of the bike race? Did you learn something about competitive cycling that you wouldn't have known without tuning into the action?

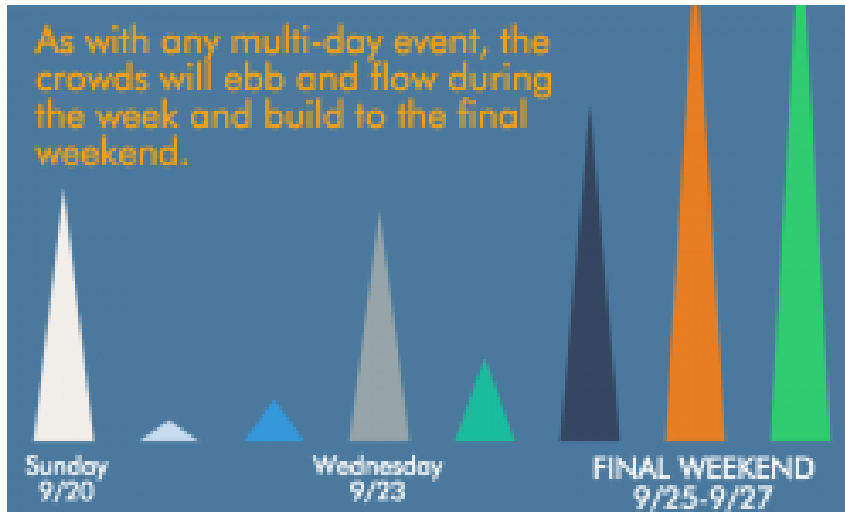
How Lee Kallman prepared for the Bike Race

September 13, 2015 | [Nathan](#) | [Leave a comment](#)

Lee Kallman has a big resume full of impressive companies he has worked for, and this week he shared with us how him and his Richmond 2015 urged big name companies to have their name be apart of the race madness.



Biking does not have a huge U.S. following like it does in European countries. This was part of the struggle for the marketing department. They needed to convince potential sponsors that everyone can relate to biking. With hundreds of countries coming to Richmond next week, everyone can root for the country of their choosing. Also it gives United States companies the chance to market their products to European tastes.



Local companies like Altria felt obligated to help the community in making this event happening. It shows, what Kallman called, “corporate hospitality”. This means that companies are willing to dish out money so they can help put on an event that can potentially entertain their clients and employees.

The amount of planning for this race has taken about 5 years. Throughout the years planners like Kallman had to figure out traffic detours to spectator seating areas. Richmond is ready to take on the world next week, and as seen in the video below, the city clean-up process is almost coming to an end.

Question to readers: How much do you know about competitive cycling? Will you still participate in the race festivities just to support a country?

“Richmond 2015: Downtown Richmond closing for bike race”

Youtube: <https://www.youtube.com/watch?v=30XJqUnmbtE>

Fit Construct Sponsors... Why?

September 6, 2015 | [Nathan](#) | [1 Comment](#)

Have you ever wondered why a sponsor chose to support an event that they had “nothing” in common with? It turns out sponsors have a reason for that.



McDonald's has sponsored many Olympic games.

When these big name companies consider joining an event, they take into consideration several things (according to "Explaining and Articulating the Fit Construct in Sponsorship" article by Erik Olson) including :

1. Who will be watching the event?

They like to know the interests of spectators, so they know they can appeal to the crowd.

2. Does the event reflect their interests as a company?

Walmart would most likely support gun shows over a marijuana conference, because they are known as a company to have conservative views.

The key to being a great sponsor is knowing that even if your company is not directly related to an event, i.e.: Bike Race, you still have opportunities to connect your similarities with the interests and views of the spectators.

Question to readers: Have you ever noticed any sponsors that support an organization that doesn't seem to have a direct relationship?

Organizing a Music Festival

August 31, 2015 | [Nathan](#) | [1 Comment](#)

I would enjoy organizing a music festival because it involves several mediums that capture the patrons and pulls in sponsors. With a festival comes food, security, drinks, activities, and much more.



A popular music festival that brings in everyday people and high-profile celebrities alike is Coachella. The event is held in Indio, California and features acts ranging from rock to hip-hop to independent artists.



To attract well known sponsors, the festival must show their company's values and charm the clientele that they sell best to. A music festival's demographic can vary depending on the type of talent being showcased, so it is wise to include many types of talent that brings in an assortment of ages.



With various ages present it opens up an endless amount of profitable returns for sponsors. Coke is a staple for many adults and kids alike, and store chains like Target can interest fashionistas, busy dads, and beyond. Coke, Target, and Panera Bread would most likely be interested in the older clientele, while younger brands like Urban Outfitters, Starbucks, and Chic-fil-A would thrive on the younger attendees. Festival goers love refreshing drinks (Coke & Starbucks), dressing boldly and creatively (Target & Urban Outfitters) and food (Panera Bread & Chic-fil-A)



Music festivals are full of different people that come from various backgrounds that come together. Most of the sponsors above are focused on a certain lifestyle that the attendees possess. After all, what sponsor wouldn't want to be mentioned in a festival that brings in thousands of people that are experiencing the times of their lives?



Readers: What lifestyle brands do you use on a regular basis? What lifestyle does that brand aim for?

Images source: Google