



SPORTS COMMISSION

2006 - 2007 SALES PLAN

Prepared by:
John Giantonio
Director of Sports

GOAL

Generate 77,000 room nights from sports team training and events.

STRATEGIES:

- Market the destination's training, tournament and meetings opportunities at 17 tradeshow through interaction with new prospects and face-to-face meetings with existing clients.
- Develop new business leads with 43 independent event owners that can host events at our sports venues.
- Pursue 30 National Governing Bodies for training, tournaments, meetings and Request for Proposals.
- Qualify new leads from trade shows and work with destination partners to secure those events at our venues.
- Sponsor or conduct 14 events during trade shows to reinforce our relationships and promote the destination.
- Target and communicate destination message to 200 coaches for team training and tournaments.
- Establish relationships with equipment sponsors and suppliers that will benefit our clients and sports facilities by expanding their ability to host events and bring new business to the destination.
- Develop a direct mail campaign for 4,000 teams to promote St. Petersburg/Clearwater – Florida's Beach as an annual training and meeting location.
- Recommend sports related journals and publications to advertise the destination as a premier location to hold tournaments and training.
- Identify for creation sport-specific collateral for trade show and direct marketing distribution.
- Communicate Request for Proposal requirements for events to appropriate community organizations and destination partners. Work cooperatively with them to fulfill the requirements of the RFP and submit in partnership to host the event.
- Conduct client site visits to identify venues, accommodations, entertainment and support facilities for their events.
- Identify and respond to qualified Request for Proposals generated by event organizers in cooperation and partnership with our venue owners.
- Maximize the Sports Web site to market the destination for team training, tournaments and events.
- Increase the use of the Internet to support and service local partners, tournaments and events.
- Provide customers with Sports Department resource and services information, as well as facilities available to host sports events.
- Provide superior customer service where phone calls and emails are responded to within 24 hours.



- Host sports education symposiums, identify and book speakers using Epicenter or other meeting facilities.
- Meet every other month with the sports committee to communicate the department and partners' activities and identify new business opportunities.

GOAL

Provide at least ten leads for sports related conferences and conventions to the Meetings and Conventions department.

STRATEGIES:

- Attend and market the destination's meetings opportunities at 17 tradeshows through interaction with the tradeshow organizers.
- Provide information related to the services of the Sports, Meetings & Conventions departments and the destination to the tradeshow organizers.
- While performing the duties of site visits for sports events with clients, identify venues for meetings and conventions business to generate future Request for Proposals for the meetings market.
- Sponsor or conduct seven events during trade shows to reinforce our relationships and promote the destination.
- Pursue national governing bodies, independent event owners, professional sports franchises and leagues and college sports associations for their annual meetings.
- Support our CVB teammates in the pursuit of their annual goals.
- Support the overall mission of the CVB.
- Foster the environment of teamwork within the CVB.