

# British Orienteering

## Marketing & Promotional Plan

### Major Events

Activity	Actions	Cost Implications	Responsibility	Timeline (before the event)
<b>Websites</b>				
JK Website	Create and populate JK Website		Major Events Manager (MEM), Marketing Manager (MM) & Organising Body	12-0 months
BOF Website	Populate JK Fixtures information and populate page		MEM, MM & Fixtures Secretaries	12-0 months
Mini Websites	Create and populate BOC, Sprint, Middle and Night mini websites		MEM, MM & Organising Body	9-0 months
World of O	Include details on calendar ( <a href="http://cal.worldofo.com/">http://cal.worldofo.com/</a> )		Organising Body	9 months
<b>Production</b>				
Event Logo	Design		MM	On-going
Event Postcard	Supply content, edit & proof read Design & Arrange printing (1,000 approx.) Arrange distribution	£400-£500 approx.	Organising Body MM Organising Body	2 years 12-0 months
Event Info/Programme	Supply content, edit & proof read Post on website		Organising Body	6-0 months
<b>Media</b>				

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Contact local radio, TV, newspapers	Press releases Invite to Event		MEM, MM & Organising Body	6-1 months
<b>Social Media</b>				
Facebook/Twitter/Blog	Set up Facebook event pages for each of the Major events and link to Twitter Administrators of FB Example announcements: Club/Association organising the Event (link to website) Embargoed areas (link to website) Entry fees, opening date, 1 <sup>st</sup> & 2 <sup>nd</sup> entries closing dates, late entries Count down to the event (elite, teams, countries, numbers entered) Results (link to website)		MEM, MM Organising Body & BO Social Media Volunteers	July 2013 On-going  2 years 12-24 months 5-0 months  5-0 months  Post event
<b>Branding</b>				
Event, BOF & Sponsors Logo	Logo's on maps, race numbers Logo's on postcard Logo's event info/programme Banners for start, finish, prize giving areas (controls, if possible)		Organising Body MM Organising Body BO & Organising Body	5-1 month 2 years 6-0 months 2 weeks
<b>Promotion</b>				
Event Postcard	At registration, results area, in goody bags/prize giving		Organising Body, MEM	At Event, each Day
	At registration & results area of other Orienteering		MEM & MM	

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	events: Jukola (June) WOC (July) JWOC (July) O-Ringden (July) Scottish 6 Days (July-2013, every 2yrs) Lakes 5 Days (July-2014, every 4 yrs) Croeso (July-2016, every 4 yrs) London City race & Ultrasprint (Sept)		(post to event organisers)	May June June June June June June Aug
	Areas to consider for distribution: Tourist Information, Orienteering Clubs & Associations, Other sport clubs: Athletics, Scouts, Guides and Cadets, Schools, Colleges, Universities, Local Authorities: Leisure Centre, Gyms, Mayor, Counsellors and Sports Development.		Organising Body	6-12 months
	In-house projects: Run & Explorer Challenge, Talent Squad		Development Team & Talent & Performance Team	On-going
	E-shot to: BOF members (11,000) Previous year's participants (inc. Internationals)- obtain details from online entries		MM	9 months 9 months
E-shot	More detail of the event, entry fees, entries opening To: BOF members (11,000) Previous year's participants (inc. Internationals)- obtain details from online entries		MEM & MM	5 months

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Advertising				
Focus magazine	Supply news item:			
	Spring Edition (March/April)-maybe adverts for BOC	¼ page=£150	Organising Body & MM	Before 1 <sup>st</sup> March
	Summer Edition (July)-post event articles/results	Free	MM	Before 14 <sup>th</sup> June
	Autumn Edition (October)-adverts for next year's events & why attend	¼ page=£150	Organising Body & MM	Before 29 <sup>th</sup> Aug
	Design, Publish & Distribute (11,000 members)		MM	