



Event Management & Promotion

# KOZ Events FY2016 Presentation for Tourism Marketing District Funds

January 30, 2015





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# Credentials

- KOZ Events is a full service special event company providing race management in San Diego for 32 years. We specialize in triathlons, runs, walks and bike rides.
- We produce 24 events per year and are uniquely qualified to assure the quality and safety of such events.
- We are a small family run organization. Company owners, Tobias & Carrie, are both native to San Diego and certified travel agents.

## Our Mission

Promotion of the active lifestyle and fulfilling meaningful life experiences through sports.

We provide athletes young and old with memorable destination event experiences that they will want to return year after year. We place a high importance on giving back to our community through organizing fitness programs, charitable donations and raising awareness for various causes.





# Credentials

|   |   |   |      |   |       |   |     |  |        |                                   |       |  |      |   |         |   |          |
|---|---|---|------|---|-------|---|-----|--|--------|-----------------------------------|-------|--|------|---|---------|---|----------|
| <p><b>Event Production</b></p>                            | <p><b>24 Events scheduled for 2015</b><br/>         9,000 participant Father Joes 5K<br/>         Sea Otter Classic – largest bike race in America<br/>         Hot Chocolate Run / San Diego International Tri 32 yr event<br/>         Race for Autism / San Diego Triathlon Series</p>   |   |      |   |       |   |     |  |        |                                   |       |  |      |   |         |   |          |
| <p><b>Event Ownership</b></p> <p>5 – 27 years running</p> | <p><b>8 Owned events totaling approx. 15,000 participants</b></p> <table border="0"> <tr> <td>Valentines Day 10K – 2,500 Participants</td> <td>Feb.</td> </tr> <tr> <td>Campagnolo GranFondo San Diego – 1,700 Participants</td> <td>April</td> </tr> <tr> <td>Spring Sprint Triathlon &amp; Duathlon – 1,200 Participants</td> <td>May</td> </tr> <tr> <td>Solana Beach Triathlon &amp; Duathlon – 1,300 Participants</td> <td>August</td> </tr> <tr> <td>Super Tasty 5K – 400 Participants</td> <td>Sept.</td> </tr> <tr> <td>Giro di San Diego GranFondo – 1,400 Participants</td> <td>Sept</td> </tr> <tr> <td>Mission Bay Triathlon &amp; Duathlon – 1,600 Participants</td> <td>October</td> </tr> <tr> <td>Silver Strand Distance Classic – 4,500 Participants</td> <td>November</td> </tr> </table> | Valentines Day 10K – 2,500 Participants | Feb. | Campagnolo GranFondo San Diego – 1,700 Participants | April | Spring Sprint Triathlon & Duathlon – 1,200 Participants | May | Solana Beach Triathlon & Duathlon – 1,300 Participants | August | Super Tasty 5K – 400 Participants | Sept. | Giro di San Diego GranFondo – 1,400 Participants | Sept | Mission Bay Triathlon & Duathlon – 1,600 Participants | October | Silver Strand Distance Classic – 4,500 Participants | November |
| Valentines Day 10K – 2,500 Participants                   | Feb.  |   |      |   |       |   |     |  |        |                                   |       |  |      |   |         |   |          |
| Campagnolo GranFondo San Diego – 1,700 Participants       | April   |   |      |   |       |   |     |  |        |                                   |       |  |      |   |         |   |          |
| Spring Sprint Triathlon & Duathlon – 1,200 Participants   | May   |   |      |   |       |   |     |  |        |                                   |       |  |      |   |         |   |          |
| Solana Beach Triathlon & Duathlon – 1,300 Participants    | August  |   |      |   |       |   |     |  |        |                                   |       |  |      |   |         |   |          |
| Super Tasty 5K – 400 Participants                         | Sept.   |   |      |   |       |   |     |  |        |                                   |       |  |      |   |         |   |          |
| Giro di San Diego GranFondo – 1,400 Participants          | Sept  |   |      |   |       |   |     |  |        |                                   |       |  |      |   |         |   |          |
| Mission Bay Triathlon & Duathlon – 1,600 Participants     | October   |   |      |   |       |   |     |  |        |                                   |       |  |      |   |         |   |          |
| Silver Strand Distance Classic – 4,500 Participants       | November  |   |      |   |       |   |     |  |        |                                   |       |  |      |   |         |   |          |
| <p><b>Tour Operators</b></p>                              | <p><b>12 Years operating tours in Europe</b><br/>         15 tours listed in Italy and France<br/>         In discussion with partnership with Brazilian tour operator for tours in San Diego for European and Brazilian Tourists in association with the Campagnolo Granfondo Bike Event</p>   |   |      |   |       |   |     |  |        |                                   |       |  |      |   |         |   |          |





# Strategic Partnership

- We are looking for a long term strategic partnership with the San Diego TMD to grow our brands outside the San Diego area.
- The event business is highly competitive. New events are created every year and every weekend there are now many to choose from.
- New events do not draw in new participants they take from existing longer running events.
- The event market has reached saturation. New athletes are not developing as fast as events are created.
- Our solution is to increase sales through marketing to outside San Diego participants growing our brands at the state and national level.

Outside sales are key to growth and survival





# FY2016 Events for Consideration

- The Campagnolo GranFondo San Diego - April
  - Already has an international partner and positioned well for national and international promotion
  - Title sponsor also has Granfondo New York and Rome
  - Was 1<sup>st</sup> Italian themed GF started in the USA



[www.sdgranfondo.com](http://www.sdgranfondo.com)

- Spring Sprint Triathlon - May
  - 15 year history
  - Prime early season event



[www.sdtriserie.com](http://www.sdtriserie.com)

- Mission Bay Triathlon - October
  - 27 year history
  - Birth place of the tri sport



[www.sdtriserie.com](http://www.sdtriserie.com)





All of our events have a high degree of economic impact in the San Diego Tourism market.

# Event Details

## The Campagnolo GranFondo San Diego – April 2016

- The Campagnolo GranFondo San Diego is a 7th year event. This is an Italian inspired cycling event starting under the iconic Little Italy marquee and finishing at the B Street pier. The ride is open to all levels of cyclists. For 2015 the ride has gained Peloton Magazine as its media which is sponsoring \$10,000 for 2 full page ads to market the event nationally, and the event was represented by Campagnolo Internationally for 2015 at Eurobike. This event has been up to 2700 participants with 42% from outside San Diego in the past years. Today we are estimating 1,500 athletes for 2015.

## Spring Sprint Triathlon – Mission Bay - May 2016

- The Spring Sprint Triathlon & Duathlon is the second multi-sport sprint event of the season in San Diego. With a calm bay swim and a flat bike and run course, the Spring Sprint is the perfect race to kick off the triathlon season. For the past 17 years this event has averaged 1200 participants. This event has great potential for growths as a majority marketing efforts have been focused on San Diego County.

## Mission Bay Triathlon – Bonita Cove – October 2015

- In 1974 Mission Bay Triathlon gave birth to a whole new sport, organized as a run-bike-swim-run event on Fiesta Island by the San Diego Track Club. This event has grown from a small grass roots event to 1900 participants prviously. This year, 1300 competitors from around the country came to Mission Bay to participate. This triathlon consists of a 500 meter swim, 15K bike, and 5K run as well as a Duathlon and Aquathon. This event has growth potential with its new premier location next to Belmont Park and late season October date to draw in people from cooler locations. This is our 28 th annual event.





## Positioned for Success

- In 2014 the company has taken on
  - A full time VP of marketing
  - Part time professional writer
  - New websites created for the Campagnolo and Triathlon Series
- For 2015
  - We will continue our local marketing efforts
  - Take on more national and international sponsors
  - Maintain brand presents through the other 17 events managed

We have the staff, infrastructure and key brands  
But we are a small company with a limited marketing budget







## Use of TMD Funds

TMD funds requested: \$30,000 To support direct marketing costs only (no staff hours).

1. Print distribution
2. Press release distribution to media
3. Grass roots promotion to teams and clubs
4. Internet ads
5. Social media marketing through Facebook boosts





# TMD Fund Details

Total TMD Funds Requested \$30,000

Section A1.2: **\$8375.00**

|                                    |         |   |
|------------------------------------|---------|---|
| Marketing Materials & distribution | \$5,375 | Printing, mailing and distribution to advertise in outside markets including grass roots advertising at similar events. |
| Outside Contracts                  | \$3,000 | Website development   |

## Section A1.5: **\$21,625**

|  |         |   |
|--|---------|---|
| Social media advertising and website ads and calendar listings | \$5,100 | Social media paid ads in select markets and demographics              |
| Print advertising  | \$7,075 | Print ads in Southern California, and national magazines              |
| Agency Fees  | \$1,000 | Artwork for ads   |
| Active.com   | \$8,450 | National calendar listings, instant ads, email blasts, newsletter ads |

**Projected ROI: 14:1**





# Plan

- Increase room nights at TMD hotels for proposed events
  - Marketing as described
  - Update websites to include TMD hotels as “race” sponsored hotels
  - Add hotel package deals
  - Sell out events to then require hotel packages
- Apply marketing resources as needed
- Establish a metric system for marketing effectiveness

Projected ROI: 14:1





## Conclusion

- KOZ events has already built a brand and reputation as a top notch event provider.
- The events have reached saturation in the local market.
- To grow we need a strategic partner that can fund marketing efforts outside our capability as a small business.
- We are well positioned to take our established local brands to a national level.
- We are ideally positioned to increase room nights through our events.





## Silver Strand Option 1 – November 15, 2015

- Additional possibilities exist for the Silver Strand Half Marathon.
- This is a 17 year old event that takes place in the Second Week of November.
- Event currently yields 4,500 runners.
- This event is currently at capacity for the local region.
- We are considering opening up our own ferry leg to bring in an additional 2,000 runners directly from Down Town San Diego.
- Direct impact to Down Town hotels
- \$15,000 additional investment needs to yield 1,180 new runners for an ROI of 15.
- It is our long term goal to grow this event to 10,000 within the next 4 years.





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# Thank You

We look forward to working with you in 2016

