



Marketing & Expense Brief

This document contains an overview of the 2022 Santa Rosa Turkey Trot marketing and expense plan to support our SRTBIA Support Application. Santa Rosa Turkey Trot takes place on Thanksgiving Day 2022.

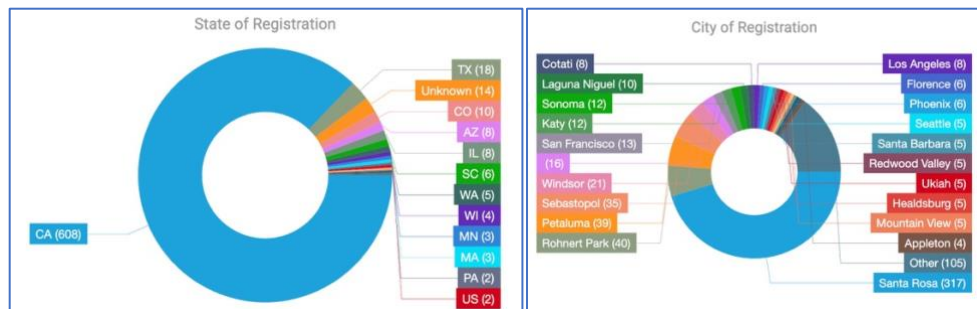
The support in our SRTBIA Support Application will allow us to advertise more aggressively outside of Sonoma, to support program elements that drive business inside of Santa Rosa, create a more robust PR program, and to hire event staff locally. The entire Expense Plan at the end this report is contingent on SRTBIA support.

In 2021, we created Santa Rosa Turkey Trot in 30 days with your support. We're excited to see what we can do with a full marketing cycle! We are also excited about our partnership with the City of Santa Rosa, Visit Santa Rosa and Downtown Santa Rosa and look forward to recognizing them as sponsors.

Market Overview

Thanksgiving is the busiest running day of the year and turkey trots are 'go to' events for people who may be largely inactive for the rest of the year.

In places that enjoy a lot of tourist activity during the holidays an event like Santa Rosa Turkey Trot has the potential to draw visitors into town. Indeed in 2021, over half of our registrations came from outside of The City of Santa Rosa. Participants came from all over California and all over the US. This is consistent with our 6 years running the Healdsburg Turkey Trot.



Obviously out-of-town travelers didn't travel to Santa Rosa because of the Turkey Trot, but the results suggest that future marketing could encourage those coming to the region to:

1. Come to the race on Thanksgiving.
2. Visit Santa Rosa before and after Thanksgiving Day over other places in Sonoma County.
3. Choose to stay in Santa Rosa instead of other areas in Sonoma County when they visit.

Program Elements

Santa Rosa Turkey Trot is more than the 5k that runs on Thanksgiving Day. We have a program that's designed to engage people before, during, and after that holiday.



- **Santa Rosa Turkey Trot** This is obviously the main event. The race has 3 pieces. The competitive 'Fast Turkey' for people who run under 30 minutes, the 'Festive 5k' for those who want to take their time, and the 'Tiny Turkey' fun run for small children, which is free.
- **Rockstar Challenge** This virtual challenge encourages people to do 'Good Deeds' from Halloween to Cyber Monday after Thanksgiving. For each good deed someone records, they receive a digital badge. For 10 Good Deeds, the user gets a special gift.
- **Turkey Bucks** These are special offers that our business partners give to runners. This encourages people to circulate to businesses in Santa Rosa during the Holidays.
- **Santa Rosa Turkey Trot Food Drive** This partner program, created with Redwood Empire Food Bank, encourages our business partners to have food drives.
- **Santa Rosa Turkey Trot Fund** This is a fund managed by our partner Learning is Open that raises money and gives to organizations in Santa Rosa, like Redwood Empire Food Bank. These funds include money raised at registration, a portion of registration, and donations from our sponsors. We find our businesses are more likely to give if they know 1. All their support goes to a cause, 2. Their support is tax deductible.

100% of the money in the Fund is donated to charity. 100%.

Tactics

These are marketing tactics covered in the SRTBIA proposal:

Advertising Digital campaigns on Facebook and Instagram generally targeted the region within 25 miles of Santa Rosa since the local communities seemed most likely to respond quickly. We will also run ads in the Bay and Sacramento areas, since many of our runners do come from there.

To reach folks from out of state and other locations, we use ad retargeting from our web traffic/Facebook pixel. This reaches anyone who has come to our site.

Social Media In addition of advertising we launched accounts on both Facebook and Instagram. In addition, we marketed into social media groups, specifically on Facebook and NextDoor.

We also will have more a more robust content calendar in our regular accounts. (Part of PR budget).

Partners Programs like the Rockstar Challenge, Turkey Bucks, and the Santa Rosa Turkey Trot Fund give our partners added incentive to promote the event. Each is an opportunity to talk about their own community engagement with the race itself as a touchpoint but not the only one. A partner can be a 'sponsor' for very little (a small donation or the commitment to have a Redwood Empire Food barrel onsite) and it goes them strong marketing reach. (Part of Advertising, Marketing Materials, PR, Rockstar Challenge budgets)

Activations We will do field marketing with flyers and materials at key regional and non-regional events. These might include Girls on the Run, Santa Rosa Marathon, and other events that have a draw from all over the region in partnership with Sports Basement (part of Activations, Marketing Materials, Printing budgets.)



Mailing We mail to our list of 6,000 runners for Santa Rosa Turkey Trot. This list includes 3,000 runners from across the US who have taken part in our other events. (Part of Advertising budget.)

Expense Overview

These are the all event expenses. We have requested support in these areas

- Advertising
- Marketing materials
- Printing
- PR

		Turkey Trot	
expense			
	awards		500
	bibs	1.75	3500
	food		500
	other premiums	5	400
	shirts	9	18000
	hats		500
	other premiums		
<i>marketing</i>			
	advertising		3,000
	marketing		1250
	creative		750
	printing		750
	PR		2500
	activations		1250
<i>misc event</i>			
	aid stations		na
	hotel/camping		500
	water		500
	equipment		500
	radios		500
	toilets		2500
	misc		
	total variable		\$ 37,400
<i>fixed expenses</i>			
	emt		500
	event staff		1250
	entertainment		500
	police		
	traffic management		5500
	photos		600
	timing		1250
	venue		
	permit		500
	cause		1500
	insurance		500
	admin		500



storage		500
total fixed	\$	13,100
TOTAL EXPENSE	\$	50,500