

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.

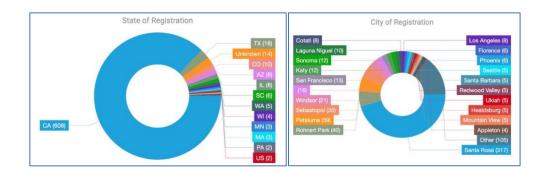
The support in our SRTBIA Support Application will allow us to advertise more aggressively outside of Sonoma, to support program elements that drive business inside of Santa Rosa, create a more robust PR program, and to hire event staff locally. The entire Expense Plan at the end this report is contingent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



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



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