



***Fun, Fitness, Friendship***

**Marketing & Fundraising**

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# What Makes AVA Special?

- One of a growing list of walking organizations.
- The fact that Volksmarching is for everyone and is non-competitive makes us different.
- Add into this the right mix of family, awards and achievement books, scenic and historical walk routes, social aspects and fitness
- All of this makes AVA something very special.

# Do You Know?

- When and where was first AVA-sanctioned walk held?
- How many clubs in AVA today?
- How many regional directors?
- Where is AVA national HQ? State?
- What is the AVA website address?
- That AVA has a Facebook page?

# Who Are We?

- **Founded in April 1976.**
- **U.S. representative to the International Federation of Popular Sports, an association of 28 countries with the same objective of promoting a healthy lifestyle**
- **Promote a family oriented, healthy lifestyle for all Americans through noncompetitive sports**
- **Provides unique opportunities for safe, healthy exercise without the stresses of speed and the strain of endurance**

# Who Are We? (2)

- **Today, 266 AVA-sanctioned clubs host 3,000 Volkssport events annually in 50 states.**
- **AVA is a 501(c)(3) nonprofit corporation. All clubs are nonprofits. Tax deductible.**
- **All volunteer organization leadership positions**
- **Six full-time AVA headquarters staff**

# Who Participates?

- **Demographics**
  - **Majority are:**
    - **50 years+**
    - **62% female**
    - **Smaller percentage are younger adults with children who participate as a family (AVA Youth Programs)**
    - **77% wear walking shoes**
    - **75% have been participating for 2 or more years**
    - **56% eat at a restaurant before or after event**
    - **96% high school graduates**

# AVA Publics

- National Executive Council
- Staff
- Media (local, regional, national)
- Volunteers
- Sponsors
- AVA national level members
- AVA club members
- Charitable foundations
- Corporations
- Other sports organizations
- City, county, state government
- YMCAs
- Travel agencies
- Insurance companies
- Retirement villages
- Hospitals and clinics
- Fitness Clubs
- Chambers of Commerce
- Parks and Recreation
- Swimming & cycling organizations
- Business community
- School districts
- Convention and Visitors Bureau
- Military community
- All citizens
- Colleges/Universities
- Civic and fraternal groups
- Senior issues organizations
- Automobile companies
- Nature organizations
- Fitness Clubs
- Chambers of Commerce
- City leaders

# AVA Objectives

- **Have fun**
- **Encourage friendship**
- **Be financially sound**
- **Be a unifying force in the community**
- **Leave a lasting legacy**
- **Fulfill and exceed sponsor commitments**
- **Be a catalyst to increase physical activity**
- **Increase public awareness of AVA**

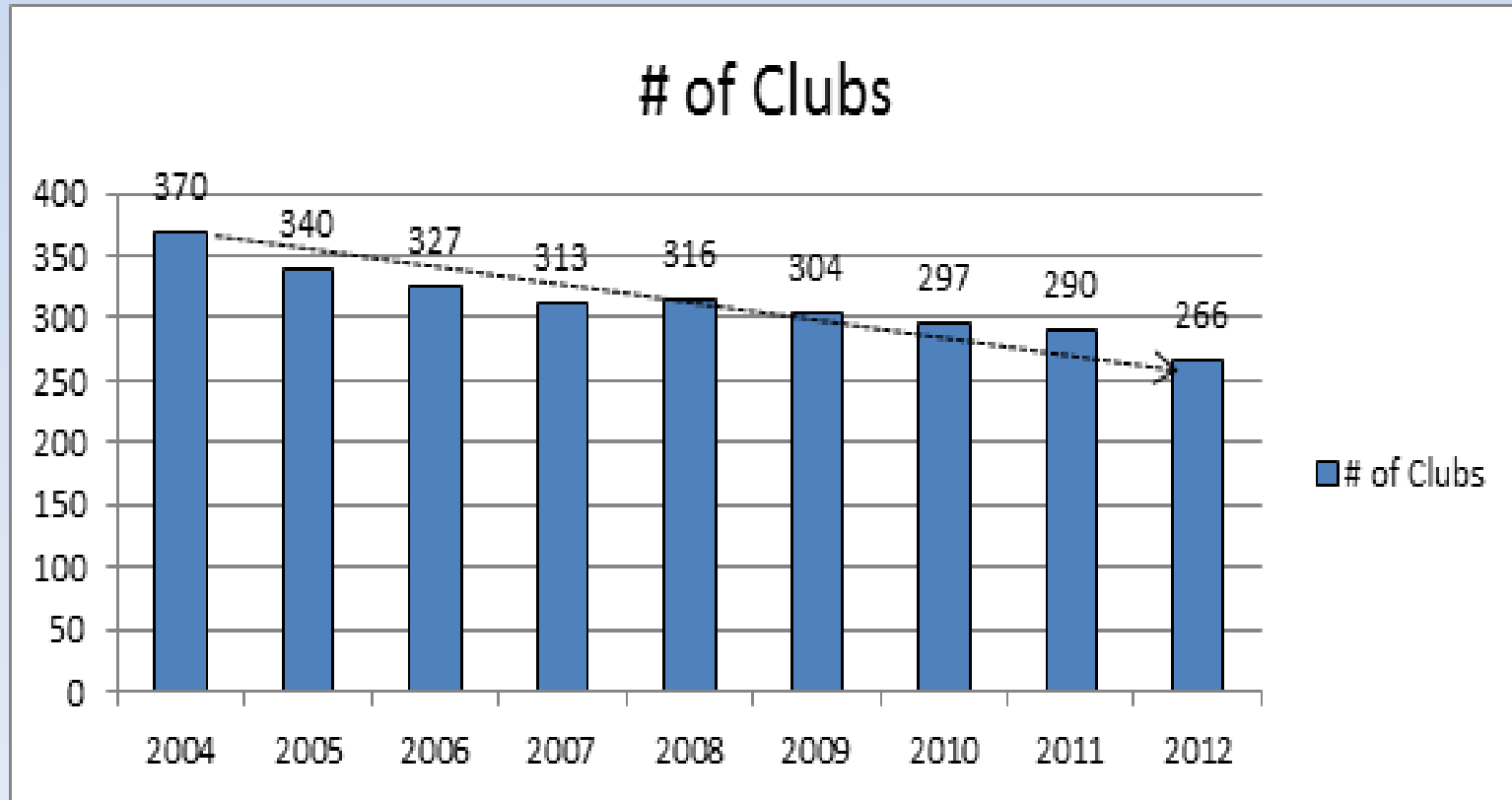


# Mission, Vision and Values

- Mission Statement: The AVA is the advocate for the promotion and organization of walking and other noncompetitive sporting events that encourage physical fitness, fun and friendship for people of all ages and abilities
- Vision Statement: To be recognized as America's premier noncompetitive sports organization with **sustained growth and sound financial base**
- Values Statement: The AVA values fellowship, fun and fitness through quality family oriented noncompetitive events, in America's spirit of teamwork where all can achieve their personal best

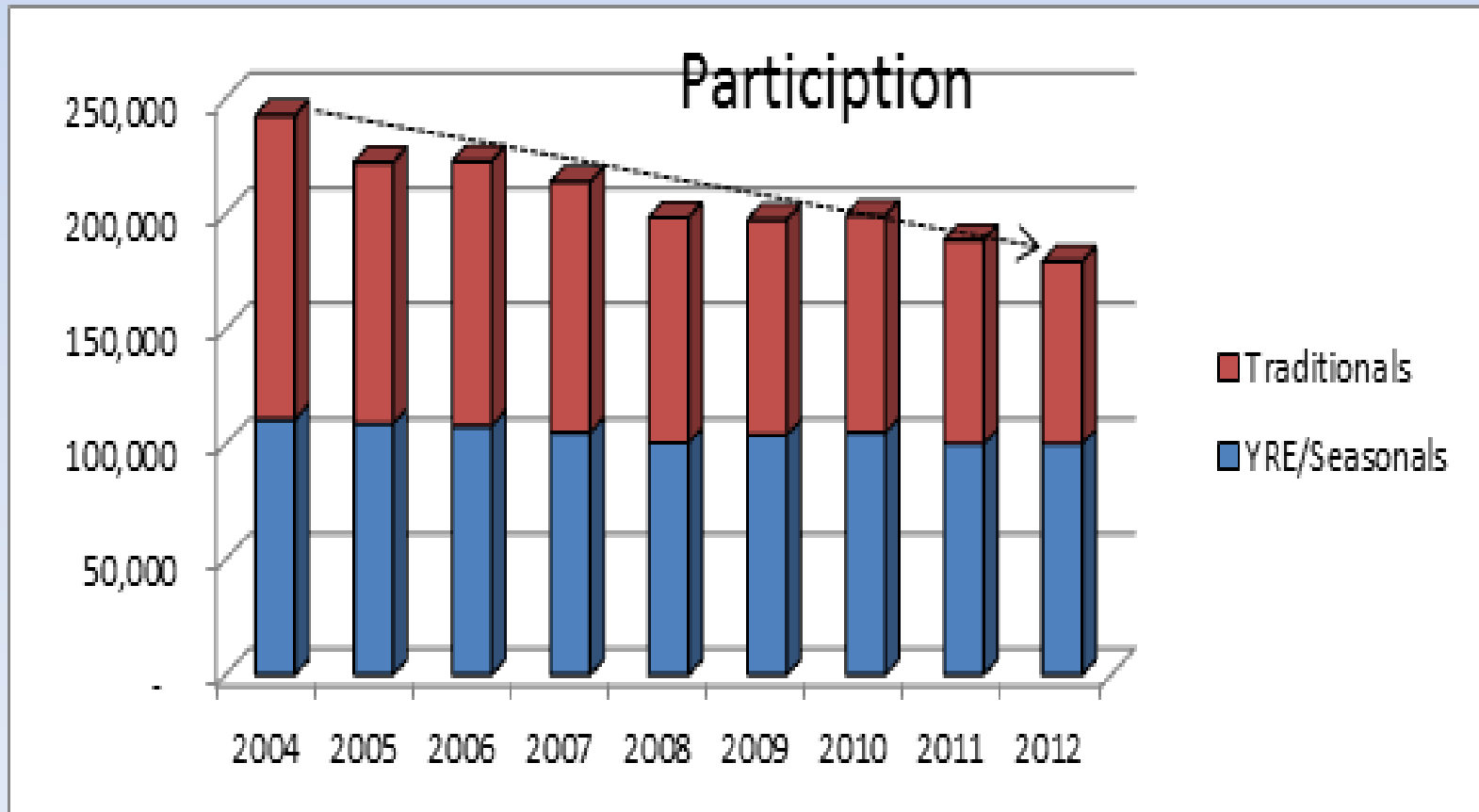
# # Clubs in Decline

- Biennial Report, July 1, 2011 – June 30, 2013



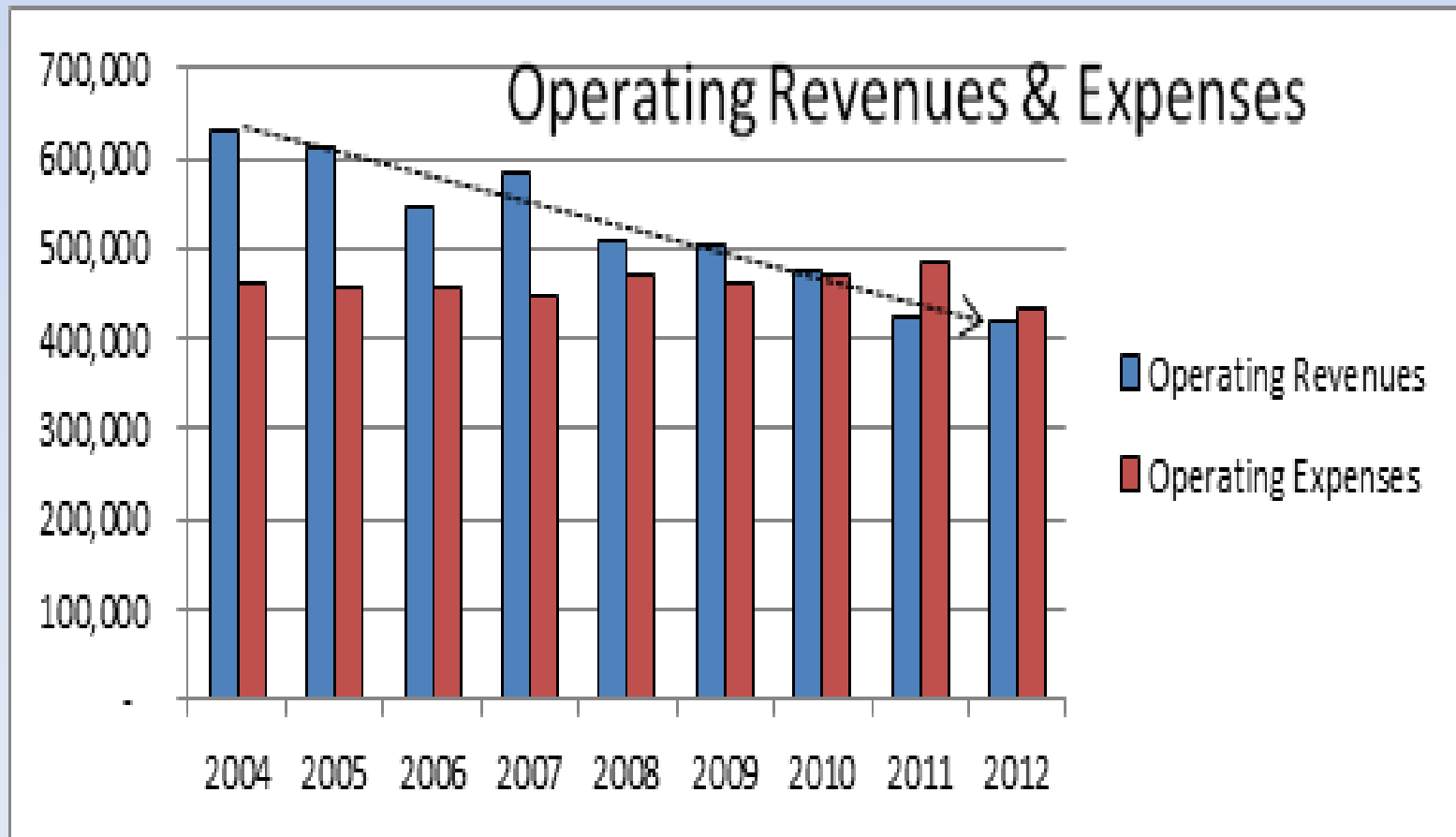
# Participation in Decline

- Biennial Report, July 1, 2011 – June 30, 2013



# Expenses Exceeding Revenue

- Biennial Report, July 1, 2011 – June 30, 2013



# Healthy Benefits of Walking

- Strengthens heart
- Delays or prevents major diseases
- Reduces cholesterol
- Strengthens joints and bones
- Helps control weight
- Contributes to brain fitness
- Contributes to good night's sleep
- Improves mood
- Improves self esteem
- Gives energy
- Relieves stress and worry
- Improves balance
- Improves circulation
- Boosts immune system

# Inventory of Sponsorship Benefits

- **Category Exclusivity**
- ✓ **Booth placement at events**
- ✓ **Signage at events**
- **Signage at HQ**
- ✓ **Equipment displays at events**
- **Equipment displays at the convention**
- ✓ **Product sampling at events**
- **Use of AVA logo/marks**
- ✓ **Logo placement on selected print pieces**
- **Involvement with youth programs**
- ✓ **Logos on trail marker signs**
- **Recognition in AVA TV/radio/NP ads**
- **Participation at biennial convention**
- **Sponsorship of events/naming rights**
- ✓ **Sponsor logo on Facebook**
- **Participation in shared sponsor news conference**
- **Speaker opportunity at convention**
- ✓ **Recognition in AVA news releases**
- ✓ **Company promotion on AVA website**
- ✓ **Opportunities for cross promotions**
- **% discount on AVA merchandise**
- ✓ **Opportunity to produce event award**
- ✓ **Opportunity for insert in mail outs**
- ✓ **Participation in AVA outreach programs**
- **Sponsorship of AVA convention**
- **Opportunity for ads in TAW**
- ✓ **Company name and logo on brochure/flyer**
- ✓ **Company recognition at event start**
- **Recognition in Starting Point**

# Benefits Package - Presenting Sponsor

(\$75,000)

- Exclusive sponsorship rights for primary products in all AVA advertising, publicity and promotions
- Complimentary full-page color ad in The American Wanderer (TAW) newspaper (circulation 5,600 issues)
- Complimentary subscription to TAW for term of contract
- Company name and logo on selected individual event brochures (50,000 participants and 3,000 events)
- Recognition on signage at start and finish points at selected events
- Opportunity to place company logos on event trail marking signs, tape, etc.
- Recognition on AVA marketing and training materials.
- Recognition on AVA website homepage and hyperlink to your site
- Recognition and hyperlink on state and local club websites where possible (266 clubs)
- Recognition in Starting Point, annual directory of self-guided U.S. walks
- Opportunity for promotion at designated state/regional events
- Opportunities for product sampling giveaways at local, state, regional events
- Opportunity to participate in community outreach projects (youth programs)
- Use of AVA logo and marks
- Recognition in AVA print and broadcast ads
- Equipment/product displays at selected events
- Opportunity for coupons, ads, etc. on selected AVA print products
- Opportunity to supply volunteer t-shirts with company logo at event sites
- Opportunity to sponsor an event with company naming rights
- Speaking opportunity during AVA shared sponsor press conference
- Opportunity for cross promotions with other AVA sponsors
- 15% company employee discount on selected AVA merchandise
- Opportunity for inserts in selected AVA mailouts
- Discounted AVA memberships for sponsor employees
- Opportunity to create sponsor patch, medals
- Company logo on sponsor poster displayed in AVA HQ offices

# AVA In-Kind Possibilities

- Computer upgrades in HQ
- New software packages
- HQ office equipment rentals
- Underwrite publication printing
- Office supplies
- Walk route marking materials
- Airline tickets - defray travel costs
- NEC meetings
  - Hotel room nights, catering
- Biennial convention-related costs
- Media ads
- Upgrade marketing packets
- AVA banners for events
- Increase merchandise selections
- Event first aid kits
- Membership benefit packages
- Underwrite TAW contract
- Defray costs of print pieces
- New walk boxes
- Upgrade membership benefits
- Upgrade membership solicitation packets
- Speakers bureau packets



# Tips for Successful Sponsorship Sales

- Produce quality materials
- Understand the sponsor
- Understand your property
- Have good-follow-through
- Demonstrate good selling skills
- Maintain your sense of humor
- Be specific in your letter of agreement/contract
- Be honest

# Close the Sale

- **Go in with the right attitude: you are not begging for money, you are offering the prospect a chance to be involved**
- **Get prospect to say “yes” right away**
- **Keep digging for reasons behind prospect’s objections**
- **Find out what the prospect wants**
- **Concentrate on your strong points**
- **Know when to shut up**
- **Be persistent**
- **Clinch the sale**
- **Reassure the prospect that he made the right choice**

# Why Companies Sponsor

- Increase brand loyalty
- Create awareness/visibility in community
- Direct traffic to stores
- Increase sales
- Display equipment and products
- Good corporate citizens
- Change brand image
- Face-to-face connection with participants
- Favorable Return on Investment (ROI)

# AVA Sponsorship Offerings

- **Sponsors gain name recognition through access to thousands of walkers through marketing materials, event and convention publicity, and AVA publications**
- **Opportunities for sponsorship for local/regional events**
- **Logo placement on trail marking signage and event registration materials**

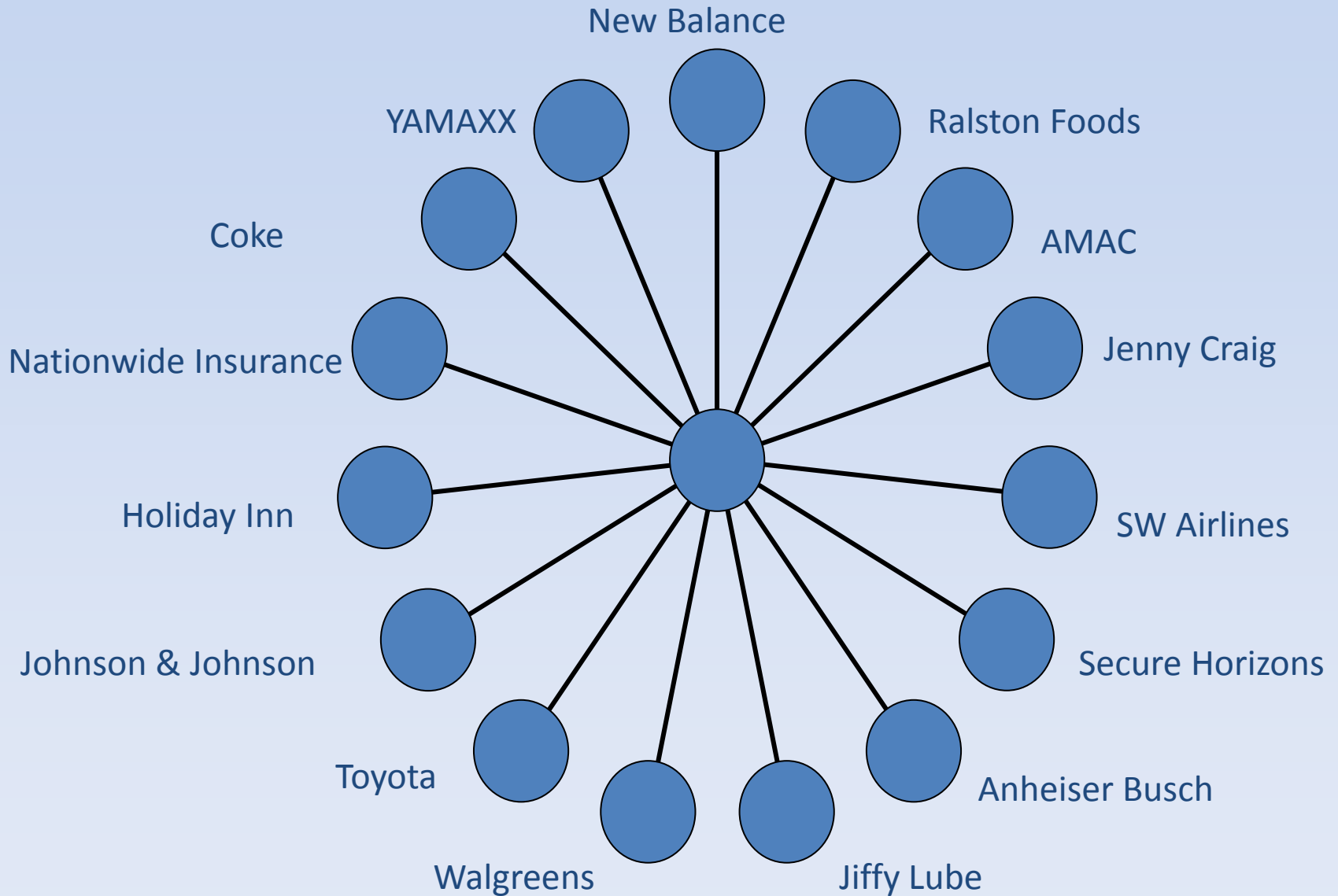
# Sponsor Questions

- **Who is the AVA and why should they do business with us?**
- **Can we deliver the target audience they are looking for?**
- **What's in it for them (benefits)?**
- **How much will it cost them (cash, in-kind, services)?**
- **Is this the best utilization of their money?**

# Basics You Should Know

- **Research!!**
- **What are the potential sponsor's goals?**
- **What products and services do they make/offer?**
- **What are the most important benefits for them that we can offer?**

# National Sponsorship Targets 2012/2013



# Ways to Make News

- Tie in with news event of the day
- Tie in with newspaper or other medium on mutual projects
- Conduct a poll or survey
- Issue a report
- Arrange a celebrity interview
- Form an announce names of a committee
- Announce an appointment
- Celebrate an anniversary
- Issue a summary of facts
- Tie in with a holiday
- Appear before public bodies
- Stage a special event
- Write a letter
- Release a letter we received
- Adapt national reports and surveys locally, endorsement
- Entertain
- Organize a tour or event
- Inspect a venue
- Tie in with well-known weeks or days
- Make an award
- Hold a contest



# Promotional Techniques

- Advertising
- Annual reports
- Billboards
- Brochures
- Social media
- Celebrity endorsements
- Direct mail
- Editorials
- Feature stories
- Letters to the editor
- Networking
- News conferences
- News releases
- Posters
- Public speaking
- Radio public service announcements
- Special events

# Marketing Packet Contents

- **Promotional Brochures – Distribution on Request**
- **Downloadable Videos**
- **Speakers Bureau Presentation**
- **Fact Sheets**
- **Personalized Media Outlet Contacts**
- **Pre-formatted Sample Releases/Broadcast Public Service Announcements**
  - **General AVA Information, Event Promotions, New Years Get Physical With AVA, Volkssport Month, Club Meeting Announcements, National Physical Fitness and Sports Month, World Walking Day**
- **Photo Library**
- **Logos & Taglines**
- **Sample sponsor solicitation letters**
- **Social Media Information**
- **Club Facebook, Blogs, YouTube Marketing**

# YouTube

- 60 hours of video uploaded every minute
- Over 4 billion videos are viewed a day
- YouTube Mobile gets 400 million views a day
- Localized in 39 countries and across 54 languages
- 1 trillion views in 2011 (nearly 140 views per person)
- U.S. consumers exposed to a YouTube homepage ad are 437 percent more likely to engage in a key brand activity on the same day than those unexposed.

# Speaker's Bureau Lead

- “Thanks for inviting me to speak today and providing this opportunity to share some exciting news.
- What if I told you that medical officials had discovered something that increases your chances of living longer, delays or prevents major diseases, helps control weight, improves circulation and tones your muscles.
- And best of all it requires no doctor's prescription or expensive equipment, no pills to swallow or foul tasting medicines to drink and no visit to the doctor's office.
- Do I have your attention yet? It's exercise. And the simplest form of exercise is walking. Most everyone can do it because it's the first exercise we learned after crawling.
- In the next few minutes.....”

# Ideas to Develop

- **Contact Chamber of Commerce to request list of all civic groups, associations and clubs in your area**
- **Create a media e-mail list using media outlet websites**
- **Cross link websites**
- **Labor Day - salute to workers walk**
- **Christmas - have Santa greet the kids at your event. Bring a toy for charity**
- **Halloween - October – costume walk. Best costume contest.**
- **Thanksgiving - In October, pick a charity. Walkers bring a can of food. Walk in November.**
- **National Heart Month - May team up with American Heart Association**
- **St. Patrick's Day - March - walk for the green. Most green contest.**
- **Donut Day - June - partner with local bakery. Free donuts at the finish line.**
- **April Fools Day - promote an event but don't show up!!!!!!**

# A Few More Ideas

- **New Years Get Physical with AVA theme walk - January**
- **National Volkssport Month – October event**
- **World Walking Day – May**
- **National Physical Fitness and Sports month – May event**
- **Re-dedicate some walking trails**
- **Earth Day – clean-up a trail**
- **Military Appreciation Day**
- **Your ideas**

# Sum It Up

- Marketing involves public relations, sales, public relations, promotions and a good dose of common sense. You can do it!
- Keep your attitude positive. You are not begging for money. You are offering a partnership with both sides gaining value. It is a business deal.
- Remember in-kind items. They're just as good as cash.
- Do your research on potential prospects and make your widget special and different from all the others out there.
- Don't promise more than you can deliver.

AMERICAN VOLKSSPORT



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ASSOCIATION