



Kevin Lennon
President
Minnesota Cycling Federation

RE: MCF Marketing Proposal

September 23, 2011

Dear Kevin:

As a follow-up to the conversation at the August MCF meeting, I am submitting this proposal covering marketing efforts on behalf of the MCF. I look forward to continuing to work with you, the MCF board and its members to increase awareness of MCF clubs and races and to expand the pool of cyclocross, road and track racers in Minnesota.

During the last three years, Nomad Marketing has successfully launched, managed and generated visits to startbikeracing.com. This website has become a prominent source of information for new racers both within Minnesota and the around the world. [Startbikeracing.com](http://startbikeracing.com) has been heralded by USA Cycling staff as a model for education and outreach to new racers.

As part of its startbikeracing.com marketing efforts, Nomad Marketing has created a popular and robust social media presence, further expanding the reach of the MCF and positioning the federation as an innovator in the world of cycling. No other USAC local association has a social media presence as popular as the MCF.

Highlights of startbikeracing.com promotional results:

- 5 million+ facebook and google ad impressions
- 30,000+ website visits globally
- 9,000+ website visits from MN
- 6,000+ MCF club and event page views
- 1000+ twitter followers
- 1000+ business cards distributed
- 250+ facebook fans

Other Nomad Marketing efforts on behalf of startbikeracing.com and the MCF have included:

- Production and distribution of posters and business cards to local bike shops
- Booth presence at local cycling events, including:
 - Nature Valley Grand Prix (75,000 attendees)
 - Have Fun Biking expos (5,000 attendees)
- Article placement in local cycling publications, including:
 - HaveFunBikingMN (circ: 20,000)
 - Nature Valley Grand Prix souvenir program (circ: 5,000)
 - NSC Velodrome season program (circ: 2,000)
- Banner placement at local MCF race events (1,000+ impressions)
- Sponsorship and promotion of Southside Sprint racing clinic

During the August meeting, several ideas were discussed for additional methods of reaching prospective racers. I have included the more popular ideas in this proposal.

Key elements of this proposal include:

- Startbikeracing.com content management
- Social media marketing – including expanded promotion of events and clubs
- Online advertising campaign management
- Outreach campaign to other cycling groups, events
- Poster and business card update, production and distribution

Below is a brief summary of the proposed elements of this project, including project scope and fees.

Executive Summary:

Nomad Marketing will, at your request, develop and manage a comprehensive marketing campaign on behalf of the MCF during the period of April-September 2012. This will include continued management and support of startbikeracing.com web, social media and advertising initiatives. Nomad Marketing will also recruit and manage a “street team” and create collateral materials to promote MCF clubs and events in the community, specifically with other MN cycling events and groups, including recreational clubs, triathletes, mountain bikers and high school athletes.

Statement of Work:

Website

Nomad Marketing will continue to manage the content of startbikeracing.com, including creation of regular articles during racing season (April-September). One significant update will include creation of space for sponsor mentions and online ads to generate revenue for MCF.

Social Media Campaign

Nomad Marketing will continue to manage and promote the Start Bike Racing facebook and twitter accounts, including creation of regular messages during racing season.

Online Advertising Campaign

Nomad Marketing will manage startbikeracing.com’s monthly online advertising campaign. This campaign will emphasize traffic to the website from key search terms and focus on local searches. Nomad Marketing will provide monthly reports on campaign results.

Print Collateral

Nomad Marketing will design, produce and distribute print collateral promoting MCF events and startbikeracing.com. Events highlighted in the print collateral will be the TROY and CRY series events. Separate posters will be created for TROY and CRY series events.

Cycling Event and Group Promotional Campaign

Nomad Marketing will launch a partnership and promotional campaign targeted at MN-based cycling groups and events. Targeted audiences will include triathletes, mountain bikers and youth athletes. Key initiatives will include:

- Sponsorship of triathlon, mountain bike and youth league events, groups and websites
- Creation of print collateral to be distributed to group members and event participants
- Attendance at select events, including triathlons, mountain bike races, etc.

Fees and schedule:

Monthly Campaign Management: \$1,000/month (April-September)

Terms of Payment: Monthly fees will be due the 15th of each month following completion of each activity.

Termination: This contract may be terminated by either party at any time with 10 days written notice. Upon termination, Nomad Marketing will total all costs incurred whether or not previously invoiced, fairly assess the percentage of Proposal items completed to date and deduct previous payments made. Minnesota Cycling Federation will be liable for any remaining balance owed Nomad Marketing.

This proposal expires November 15, 2011.

Minnesota Cycling Federation

Nomad Marketing

Date

Date