

Oregon22 World Champs Promotion Brainstorming session

session one – 20 January, 2022

Next session will be Wednesday, 23 February beginning at 6:00pmPST/9:00pmEST
meeting reminder and zoom meeting details will be sent one week before

Steve Vaitones – New England

- 25 weeks to go – 25 moments
- There is no information on the USATF website about the event. Associations need to be able to link to the primary website.
- Info Booth at meets (*NSAF, Youth, AAU, NCAA, etc.*)

Charlotte Sneed – Pacific

- Advertising at the local level on free channels (NPR or public tv stations)
- Posters, banners, flyers to be distributed at local events

Tracy Sundlun – San Diego Imperial

- Leverage sports writers in local areas
- Use local athletes as spokespeople to connect with local media
- Associations should not be afraid to ask athletes in their area to support

Mitch Garner – Board Member

- USATF President, CEO, and elite athletes to connect with NBC to feature Oregon22 during Super Bowl

Mark Cleary – Southern California

- Produce commercial with top athletes on-site at Hayward. Given to Associations to share locally.

Dave Teszler – New England

- Telling the Story – connecting young athletes with the realization that “track can take you somewhere.” Can inspire our youth.

Alex Cuzzo – Long Island

- Bulletin board to be established on local association website to engage members. Members can leave messages for their favorite athletes.

Mike O’Neal – Texas Southern

- Connect with university presidents and athletic directors to promote the event.
- David Watkins added that there could be value in connecting the local association with universities in their area with athletes on the team. Can do a “send-off” and/or follow that athlete
- Oregon22 branded merchandise to share/sell at local events

Dave Shrock – Association Chair

- Leverage our officials who work collegiate meets to promote the event. Ask college meet directors to provide promo announcements and perhaps hang promotion banners at larger events

Willie Banks – WA Representative

- Torch Relay through all 50 states. Leverage Associations to create the path forward
- Oregon22 TikTok Challenge. Generate more entertainment value
- Oregon22 Walk to promote the event. Community/membership walk events raise awareness of the event
- Recap of the day event with entertaining personalities to make it fun. Example would be Snoop and Kevin Hart reviewing the Olympics each day.
- Create a Legacy Program that continues after Oregon22 looking towards Los Angeles in 2028.

Vin Lananna – President

- Viewing Party / Watch Party

An association can pick a couple of the US athletes (preferably with a local connection). The association leadership can share the names and a bio of the athletes and begin following his/her performances throughout the outdoor season through the qualifying for the US Champs in June, through the qualifying rounds of the nationals, through the WC's. Perhaps during the US Champs and the WC's the athlete can attend the association watch party virtually. This builds momentum from April through July.

- Sponsor an Athlete that you follow along with their journey.
- Leverage local media to highlight the event.
- Have the athlete Zoom with the local watch party to engage after their event.

Kenny Emerick – PW Northwest

- USATF to produce highlight video that can be shared with Associations to promote the event/sport

Next Steps:

National office/Oregon22 Organizing Committee:

1. post the dates of the WC and the us champs on www.usatf.org with schedules
2. make promotional videos available for association use
3. 'Countdown to Oregon22' feature on the www.usatf.org, that can be added to association websites

Associations:

1. get a list of the athletes who are potential competitors for the Oregon22 who have association ties
2. set a venue, meet, event, and a date for a viewing sessions locally
3. create a communication plan for the association
4. link the association website to Oregon22 and www.usatf.org for factual and up-to-date info
5. prepare a quick who, what, when, where, how, why sheet for the association