2012 U.S. Olympic Swim Trials: Getting Results on a Small Budget



WHAT WAS THE PURPOSE?

Select Olympic Team

Showcase and enhance the sport of swimming

Fitting tribute for Michael Phelps' last race on American soil





OMAHA SPORTS COMMISSION/ USA SWIMMING PARTNERSHIP

- Joint venture
 - Share risks, share rewards
- Establish goals
 - Attendance: 160,000+
 - Ticket revenue: \$5 million
- Internal challenge
 - Achieve goals on 5% marketing budget
 - Budget allocation
 - Print: 40%
 - Radio: 30%
 - PR: 25%
 - Other: 5%







STRATEGIC MARKETING PLAN

USA Swimming promotes to the swimming world

Establish local media partnerships with print, radio and broadcast

Promotes next generation of swimmers beyond Phelps, Lochte and Torres





TICKET SALES STRATEGY

Promote:

- All-session ticket packages to national audience and swim fanatics (22,000-room nights)
- Four-day ticket packages to regional audiences and local community
- Single session tickets to spur lastminute sales





LOCAL MEDIA PARTNERSHIPS

Omaha World-Herald

- More than 125 feature stories
- 26-page supplement
- Clear Channel & NRG Radio
 - 27 hours of time coverage during event

WOWT & KETV (NBC/ABC Affiliates) 571 TV stories in final six weeks

Omaha World-Herald







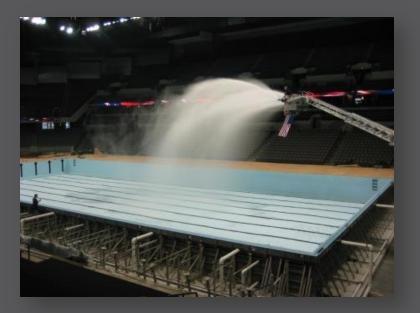




BIG PR EVENTS

Construction of the pools Media tours/interviews with swimmers

- Franklin, Kukors, Hersey, Sutton and more
- AquaZone live broadcasts
- Open house
- Daily story ideas





RESULTS

167,000+ in attendance\$4.97 million in ticket revenueNBC live coverage for 8 days250+ local/national media



