PUBLIC RELATIONS PROPOSAL
Agency Overview

MVT Public Relations specializes in sports and lifestyle public relations. The agency currently manages the public relations for the BNP Paribas Open tennis tournament, the most attended non-Grand Slam tournament in the world, and two Emirates Airline US Open Series events – the Mercury Insurance Open and the New Haven Open at Yale. In addition, the agency works with Cisco managing public relations campaigns for their Sports & Entertainment Solutions Group in the United States and beyond, and the Illinois Swimming Association, the second largest Local Swim Committee in the United States with more than 16,000 athletes and 2,500 coaches.

In addition to the work with the tennis tournaments, sports technology solutions and swimming, MVT PR has also managed public relations campaigns for the national launch and subsequent multi-city tour of tennis superstar Venus Williams’ clothing line EleVen, two New York Times bestselling books Come To Win (Venus Williams) and Breaking Back (James Blake), and numerous other projects ranging from the Danskin and Trek Women Triathlon Series to the international launch of Wilson Sporting Goods [K]Factor racquet with multiple Grand Slam champion Roger Federer in Paris.


MVT Public Relations is owned by Matt Van Tuinen. Prior to the inception of MVT Public Relations he worked on public relations campaigns for renowned corporations and sporting events at award-winning agency Taylor. He promoted sport sponsorships for industry leaders such as Diageo (NASCAR), Gillette (NASCAR), GlaxoSmithKline (National Football League), Merck (Major League Baseball) and Yahoo! (Women’s World Cup Soccer).

Matt’s other field experience includes positions at the Ladies Professional Golf Association (LPGA), where he collaboratively planned and facilitated operations for the LPGA Teaching & Club Professional National Championship and at the Albuquerque Convention and Visitors Bureau, where he promoted and facilitated on-site media relations for a local USTA Challenger Circuit event, LPGA FUTURES Tour tournament and NCAA Men’s Basketball Championship events.
Illinois Swimming Overview

Illinois Swimming, the second largest Local Swim Committee within USA Swimming, approached MVT Public Relations in 2010 with the goal of creating additional exposure for swimming throughout the state by capitalizing on its championships, athletes and sponsorships.

The first year, solid feature articles were generated in print and online outlets and a sponsorship deal with Discover Card gained traction in key business outlets such as Sports Business Journal – that one small article translated into an immediate sponsorship opportunity for Illinois Swimming with Sports Authority worth thousands of dollars.

In the spring of 2011, the agency was tasked with developing a social media presence for the organization in addition to handling traditional media outreach. Over the course of approximately 15 months, we developed Facebook and Twitter accounts, created unique content such as videos from Illinois Swimming Olympians, conducted contests such as winning tickets for two to the US Olympic Trials in Omaha and ultimately drove more than 1,500 “likes” and “followers” between both mediums leading up to the 2012 London Olympic Games.

With a solid social media foundation in place, Illinois Swimming is positioned to drive deeper, more meaningful interactions with existing members, clubs, and fans in the year following the Olympic Games – one in which they will traditionally see a membership bump.

Our goals in the remainder of 2012 and 2013 include ramping up visual and written exposure of its marquee events, like Age Group Championships, utilizing creative campaigns and contests to continue to drive additional interactions on social media, and continue to generate media exposure of its members – both those at the Olympic level, and those just getting started in the sport.
Middle Atlantic Swimming Overview

Middle Atlantic Swimming, the seventh largest Local Swim Committee within USA Swimming, has the opportunity to capitalize on post-Olympic year interest in swimming by utilizing public relations, social media and its website to expand its brand recognition among athletes, coaches, clubs, parents, sponsors and the general public, while also driving increased participation and membership.

With close to 10,000 swimmers and more than 100 clubs, there are unquestionably numerous interesting storylines that can be used to generate publicity for the organization and sport of swimming. Identifying, shaping and telling those stories in media outlets creates sharable links, which result in impressions and ultimately greater awareness for various aspects of the organization.

Developing an updated social media presence on Facebook should be of the utmost priority for Middle Atlantic Swimming – every day millions of people visit Facebook (more than 150 million users in the United States) and interact with brands/organizations (77% of consumers interact with brands on Facebook). This is a natural complement to the organization’s existing Twitter page (79% of US Twitter users are more likely to recommend brands they follow). Social media is where swimmers, clubs, coaches and others want to congregate, and creating a common space for them on Facebook to do so is a natural move for Middle Atlantic Swimming.

Concurrently, just as social media channels are portals through which the organization can communicate with its core audience, its website is another vital entry point for all things swimming in the Middle Atlantic region. Integrating a blog into the website would create a destination to write feature articles and post video/photos about swimmers, members, fans, coaches, officials and special events, which could be linked to on social media channels.

The following proposal outlines a strategy for Middle Atlantic Swimming to implement these concepts at the LSC level.
Strategic Plan

Media/Public Relations
The benchmark for any organization’s media activities is solid media relations. While functional in nature, writing press releases, monitoring media coverage and responding to journalists’ requests for information is vital. It fosters relationships with the regional media, and also allows us to fundamentally serve the organization.

The more proactive outreach piece of this plan involves uncovering unique news hooks and developing creative ideas to pitch journalists in sports, lifestyle and other publications throughout the region to maximize exposure for Middle Atlantic Swimming. It also involves brainstorming unique ideas that can be a vehicle to showcase Middle Atlantic Swimming to the media and its’ membership.

Batavia’s Chapman racing against world’s best swimmers

Magnuson an underdog again at U.S. swimming trials
Tinley Park native hopes for another surprise after winning pair of silvers in Beijing
June 24, 2012 | Globetrotting by Philip Hersh
Four years ago, Christine Magnuson's swimming coach at the University of Tennessee suggested near the end of her final college season that she might take a shot at the U.S. trials for the 2008 Olympics. After all, Mark Kredich said, it might be the last race of her career.
"Sure," she said. "That sounds like fun."
- Continuously research and uncover relevant news angles and hooks (i.e. phenomenal swimmers, clubs/coaches with unique programs or stories, special events, etc.)
  - Conduct a brainstorming session with key Middle Atlantic Swimming executives/members
  - Create an email blast asking members to share unique stories that people might not know about
- Proactively pitch a variety of media outlets/departments (sports, lifestyle, health/fitness) throughout Middle Atlantic on these unique stories and other creative news hooks
  - Major Papers/Websites/Blogs (i.e. Philadelphia Inquirer, Philadelphia Daily News, Delaware News Journal, Asbury Park Press, etc.), Magazines (i.e. Philadelphia Magazine, Delaware Magazine, Suburban Family, etc.), and Television (i.e. Philadelphia, Wilmington, etc.)
- Assist in developing creative promotional programs that generate media coverage, brand exposure, social media following and drive membership
  - An example would be developing a sponsor-led program to drive awareness regarding the need to Learn to Swim, while also offering need-based Learn to Swim scholarships. There would be a comprehensive media blitz including press releases, media outreach, and a launch event (i.e. National Learn to Swim Day)
- Conduct media outreach around important meets (i.e. Senior/Age Group), records (individual or team), banquets (Middle Atlantic Swimming Association), awards (Swimmer of the Year), and more to secure coverage

**New Trier Swim Club Star Looking To Shine At Nationals**

One of the best young swimmers in the entire state of Illinois, Sam Metz, is looking to shine at the 2010 ConocoPhillips USA Swimming National Championships this week, August 3-7, in Irvine, California.

The New Trier Swim Club star, who will be attending the University of California at Berkeley next year, will be competing in multiple events this week. Today he will swim the 400 freestyle and 400 Individual Medley, Friday he will compete in the 200 Individual Medley, and on Saturday he will take on the 200 Breaststroke. All four events are specialties for the 18 year old, and at last year’s National Championships his results in the Senior competition catapulted him onto the US National Youth Team.

“Last year’s event was great, it felt really good,” said Metz. “All of my hard work paid off, which was rewarding, because swimming is a sport that comes down to tenths of a second. Sometimes all your preparation, and even swimming a great race, can mean you don’t succeed.”

This year, he has moved up to the senior level, and needless to say, the competition has gotten tougher. More than 30 U.S. Olympians, including Olympic gold medalist Michael Phelps, Ryan Lochte, Aaron Puzol, along with the majority of the 2009-2010 U.S. National Swim Team will be competing at one of the biggest swimming events of the year. The meet will serve as the selection meet for the 2010 Men’s and Women’s Pan Pacific

Christine Magnuson interview with Mix 101.9 – The most listened to radio morning show in Chicago
Social Media
Following a development of a Facebook page, the social media plan to be implemented by MVT Public Relations focuses around four distinct areas: monitoring, content creation, fan engagement and outreach. These four basic pieces of the will serve as the foundation for the social media strategy.

Monitoring - Keep close tabs on the results of Middle Atlantic Swimmers as well as big news pertaining to USA Swimming, National/World championships, and notable swimmers. Additionally, recognize and capitalize on current trends in pop, internet and social media culture.

Content Creation – Develop and create unique content for Middle Atlantic Swimming social media channels such as videos, photo galleries, and contests and sweepstakes.

Fan Engagement - Encouraging fans to “like,” comment on, retweet, mention and participate in our social media posts.

Outreach - Capitalizing on relationships built with journalists, swimmers, and USA Swimming to push relevant content through channels other than our own.
One of the biggest keys to social media is having an extremely consistent presence. Daily, or at the very least multiple posts each week, will allow the organization to continue developing its social media presence that already is resonating with members, fans and the general public. In and around Championships (i.e. Senior, Age Group), and other important National events/promotions (i.e. US National Championships/World Championship Trials), posts should increase to multiple times/day.

- **Video/Photo**
  - At relevant special events such as the Middle Atlantic Swimming Championships (Age Group/Senior) post about winners, records, coaches, and fans; include photo and/or video from the events when possible
- **Feature Stories/News**
  - Share interviews and stories regarding Middle Atlantic swimmers/coaches/clubs; post about upcoming meets, new record setting swims, clinics, camps, special events; link to other content such as USA Swimming posts/news and other relevant pop culture/storylines
- **Contests/Sweepstakes**
  - Develop and execute various giveaways (i.e. autographed merchandise), contests (i.e. win gift certificates) and sweepstakes (i.e. win tickets to US National Championships/World Championship Trials)
- **Member Promotions**
  - Remind members about discounts from sponsors thereby delivering added value to existing sponsor relationships
Blog

While Middle Atlantic Swimming’s website provides its members with a wealth of information about its programs, meets, and membership, it does not currently have a place for feature content.

We believe an opportunity exists to integrate a blog that would allow us to regularly share stories, features, and unique content that drives traffic, increases search engine optimization, and ultimately creates greater exposure for Middle Atlantic Swimming.

- Collaboratively work with Middle Atlantic Swimming to facilitate integration of the blog into the existing website
- Develop regular posts/stories, and integrate dynamic content that showcases the best of Middle Atlantic Swimming
- Write/facilitate approximately 30-40 blog posts throughout 2013
- Link to this content on social media channels
- Condense and reallocate existing content as appropriate.
Fees & Expenses

This contract would be based around an agreement from approximately January 2013 – December 2013.

Fee – $13,500

- Includes items listed in the PR, Social Media and Blog sections
- Does not include: Execution/implementation of PR around sponsor-led initiatives; Attendance at any special events (i.e. Age Group/Senior Championships)
  - An additional fee structure can be discussed/added based on need for these capabilities

Expenses – TBD

- Middle Atlantic Swimming will not be billed for any general expenses (phone costs, paper costs, etc.). Expenses will be direct results of travel (flight, hotel, food, etc.) or other items outside of normal daily activity. All expenses will be cleared by Middle Atlantic Swimming before purchase.
- If Middle Atlantic Swimming wishes to pursue sweepstakes, contests, or other promotional programs on Facebook and Twitter, this would result in additional expenses as well.