

# Sports

VHS006 06. MAI 2022, 07:50 UHR

## Project 1 Cycling

### Idea

Cycling event organised in different cities in the summer - participants could take part in the events in different cities

The promotion video for the event being put on the site of each city

The goal: different routes - sightseeing

It is not a competition

After each route we could 'meet' on videocalls

At the end of the event, the marketing teams should have a videocall to discuss what has been done and how it could be improved.

### Further Information

1. Marketing & Communication Plan:
  - Connecting and integrating people;
  - Booklets of the cities containing information regarding sightseeing;
  - Spots of different cities and financial communication regarding the travelling for the sport events (accommodation, restaurants, etc.)
  - Sharing the event on Social Media in all the cities;
  - Support in offering accommodation for people who are travelling for the sport event;
  - Each city is responsible for the organisation of its own event;
  - A 4-day tour (choosing between Tuesday - Saturday or Friday - Monday)
  - Contacting different retailers;
  - Local media to promote the event and the other cities;
  - Grudziądz in June, Falun in June, Gütersloh all is possible, Broxtowe in August, Chateauroux in August or September

### Implementation

- Digital strategy:
- using sport platforms such as Strava and Zwift to stay in touch and encourage others to join
  - Each city club connects with the clubs in the partner cities

- A booklet for the event
- Winter season for cycling events

### Schedule

Planning until 2023

Planning until 2025

## Project 2 Running

### Idea

'C-Cities Run/Race'

The goal: bringing people together - each city has many people interested in participating to small and longer races - on the same day at the same time

Virtual runs to include as many runners as possible

Steps to be taken:

1. Inform people about these races
2. Marketing: make our cities known to each other
3. Commitment: people should care about these projects and make everything possible to support and implement them

### Further Information

- 5 cities one mission
- A digital strategy - website, which present all the races and the possibility to get information on races, cities; you could also share your pictures and videos;
- The event should be shared on Social Media and some VIPs should be involved: athletes, different joggers, some influencers, sport clubs;
- Competition in the first run
- Marketing: a good strategy to convince people to take part in these races and also to visit these cities 'Why should I travel 11 hours to take part in this race or visit this city?'
- Information for tourism
- Marketing packages: join the race and you get discounts: hotel rooms, restaurants, etc. 'Why should I bring my family or my friends?'
- Each guest should have discount when visiting
- 'Whose town we go next?' - route map for the up-coming

years;

- To communicate the goal of the event 'Coming together not only for the running / races, but also to meet other people and enjoy culture';

- Budget should be made available locally.

## Implementation

- After returning home, we have to meet with the sport clubs and talk to the management and marketing teams regarding implementation

- Build a website with the information on races and the partner cities

- Collect and share all data in June

- We focus on: we start small and we build up; full event for families in May-June; encourage people to participate, to learn more about the partner cities and to promote their cultures;

## Schedule

Planning until 2023

Planning until 2025

## Administration

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### Participants

[name, contact, responsibilities]

Participants in the Workshop:

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### Regular Meetings

first meeting after conference:

June 2022

Responsible for invitation, execution and keeping minutes:

Felix Tiemann

regular meetings following:

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