

BEING PREPARED FOR THE OLYMPIC BOOM

It's no secret that gymnastics is one of the most watched sports of the Olympic Games. Every four years, there is a huge surge in media attention and all eyes are on our sport. And, of course, there is the lead up to the Olympic Games with the AT&T American Cup, Kellogg's® Pacific Rim Championships, Visa Championships and the U.S. Olympic Trials – Gymnastics, all of which will be covered on NBC Sports.

It's even more beneficial when our athletes are doing well in competition. Fortunately for USA Gymnastics, 2011 was a great year for all of our athletes. The future looks bright for 2012.

Gymnastics will appear at least four times on NBC Sports before the Olympic Games even begin, and we'll also see our athletes on talk shows, in magazines, advertisements, commercials, newspaper articles and throughout social media outlets. The potential exposure for our sport will be greater than ever.

So, how do club owners and coaches prepare for the Olympic Boom? What can you do to help market your business and take advantage of the increased attention in gymnastics in 2012?

After listening to our members' perspective, USA Gymnastics created national print ad campaigns in 2008 and 2010, which appeared in *USA Today* and *Parents* magazine, respectively. Now, with help from the USA Gymnastics Foundation, USA Gymnastics has created its first national, high definition television advertising campaign. The campaign consists of two separate ads – one for boys and one for girls – designed to help clubs initiate grassroots marketing efforts.

The advertisements will be free to all USA Gymnastics Member Clubs to embed on their websites or post on their social media outlets. Member Clubs will also have the option to purchase one version of the commercial for \$100 or both versions for \$150 to air on local stations or as an advertisement in a local movie theatre or other venue. The ad is designed to allow clubs to easily add their own logo and information at its conclusion.

In addition to the two 30-second TV ads, USA Gymnastics is further aiding Member Clubs in their grassroots marketing

efforts by offering a set of four 3x6-ft. banners for just \$250, including shipping. Available now, the banners use the "Life Needs Balance," "Life Needs Strength," "Life Needs Agility" and "Life Needs Confidence" imagery and include white space for clubs to add their own contact information, logos and social media links.

USA Gymnastics understands that each local gym does not have the resources to create its own print ads and TV campaigns showcasing their program, so we have created gymnastics ads as the template and you can add your contact information to personalize your message. USA Gymnastics' goal is for all clubs to utilize these resources to help market their program and grow our sport. Working together and building our base will help everyone succeed.

Member Clubs will find all of these resources and more on the Member Club website, usagymclub.com. Have questions? Please call Club Services at 317-829-5620 or 5654.

One Indianapolis club, The Gymnastics Company, has shared how they use the Member Club materials to their advantage. Thanks to Tony and Kim Dykes for all of the information they provided, and we hope it is useful to you and your club.

USA GYMNASTICS 2012 BROADCAST SCHEDULE - ALL TIMES EASTERN



March 3 – AT&T American Cup; New York City, NY

- March 3, 1:00-3:00pm (Live)

March 17 – Kellogg's Pacific Rim Gymnastics Championships; Everett, WA

- March 17, 1:00-3:00pm

June 9/10 – Visa Championships; St. Louis, MO

- June 9 – 1:00-3:30pm (Live), Men
- June 10 – 4:00-6:00pm (Live), Women

June 28/July 1 – U.S. Olympic Team Trials; San Jose, CA

- June 28 – 5:30-8:00pm (Live on Verses, cable)
- June 29 – 9:00-11:00pm (Live), Women
- June 30 – 4:00-6:00pm (Live), Men
- July 1 – 9:00-11:00pm (Live), Women

SUBJECT: TELEVISION COMMERCIAL ADS



FROM:
Tony & Kim Dykes
Owners of The Gymnastics Company • Indianapolis, Ind.

Hello gymnastics professionals,

The Gymnastics Company would like to share some of our success regarding television commercials and the process of using them with other USA Gymnastics members. For a number of years, The Gymnastics Company has used professional commercials purchased from USA Gymnastics. We have added our logo, a short verbal tag at the end of commercials, which promotes our classes and announces that teams are forming now, along with our website and phone number. The Gymnastics Company has used these commercials during all USA Gymnastics events, such as the Visa Championships, and even during the Olympic Games, along with everyday TV programs.

GETTING STARTED

1. Purchase the professionally made commercials from USA Gymnastics. Making your own commercial is much more expensive than purchasing the high definition, professionally produced commercials that USA Gymnastics offers to its Member Clubs.
2. Local stations typically sell commercials in 30-second and 60-second spots, with 30-second spots as the most popular option.
3. The added tag at the end of the commercial will need to be about five seconds – possibly 10, depending on how much of the commercial can be cut at the end. In our experience, adding the tag has been done by the marketing department of our local TV station. This is a service we negotiated for

free with the purchase of commercials. The Gymnastics Company's tag has our logo then reads, "Teams & Classes are forming now!" with our website address and our phone number. The spokesperson, provided by the TV station, reads the tag while it appears on the screen. Remember to keep this short and direct so that they contact you, giving you a chance to explain your program. As a reminder, make sure you have an answering machine and your "Contact Us" information can be easily found and is correct on your website.

HOW TO PURCHASE

1. If you want to run ads during televised gymnastics events, you will need to call your local TV station. Typically, USA Gymnastics events are broadcast on NBC or Universal Sports, both owned by NBC. You may also find deals on other events or programs by contacting your local stations, cable or dish companies. Cable and dish companies offer the best pricing packages; however, USA Gymnastics events are often network-owned, meaning they can only be purchased through the host networks (NBC).
2. Be sure to understand how commercial programming works. The keyword is demographic (the group at which your ad is targeted). In the case of a gymnastics club, you will likely want a local demographic. The smaller the target demographic, typically, the less expensive the price. For most clubs, there will be no reason to advertise internationally or nationally.



3. During a national broadcast, there are a limited number of spots available for local advertisements. Consult your local TV station's marketing department to find out what is available.
4. Commercial spot costs may be as little as \$15 to thousands, depending on if they are being shown in primetime, the event during which they are appearing and the amount of area you will be advertising to. For example, the Olympics may be expensive; however, some of the follow-up programming may not be. Like many products, bulk discounts are available.
5. Knowing when you want to advertise is crucial. The Gymnastics Company has built a relationship with our marketing salesperson, who lets us know when something might be of interest to us. However, we often know when gymnastics programming is coming up quicker by checking the broadcast schedule on the USA Gymnastics website, allowing us to contact him first.
6. Finding relevant programming can take some thinking on your part. During the 2008 Olympics, The Gymnastics Company found that they had a lot of less popular Olympic events, such as Ping-Pong, equestrian, gymnastics interviews and recaps, and many other sports. For a small fee, over the two weeks of the Games, we received approximately 1,500 commercials on various channels airing Olympic programming. We were in a rolling pool, which meant that a computer randomly picked a commercial. Our commercial could have been shown at 1 a.m. or 6 p.m. and it may have been ESPN or Oxygen, it was random but an inexpensive advertising option. Bundles and special purchases can provide a great value.

WHOM TO MARKET TO

1. What The Gymnastics Company has found is this: don't expect to have to hire 10 switchboard operators to answer all the calls you are about to receive. It often takes advertising on a number of events before you start to reap the benefits. Think of it more like building name recognition. The more people who know your name when it comes time to make a purchase, the better. Advertising often gives brands name recognition so when the sale time is right, they will think of your business.
2. We have found advertising to get gymnasts is a little tricky. If you were advertising for perfume, your best market might be women, age 16 and up, right? What about gymnastics? The Gymnastics Company has found the best way to market gymnastics is to two age groups and to both male and female audiences (leaning more towards female). The Gymnastics Company has found while we offer classes for children as young as 18 months, most

children don't start following television until 3 to 4 years old and most don't want to start gymnastics after 12. Keep in mind, however, that it is the parents, typically the mother, who pays the bill and initiates enrollment into gymnastics.

3. Why use national and international televised gymnastics events? It's a captive audience! If a child or parent watches this event, it is a given, they have an interest in gymnastics, and there is no better time to get your advertisement in front of a potential customer!

WHAT TO EXPECT

1. How do you know you are getting a return on your investment, and how much do we spend on TV advertisements? First, remember you are doing this mostly for name recognition, while an immediate sale is good, expect that the sale comes later down the road.
2. The Gymnastics Company measures "ROI" or Return on Investment like this: for every member you put in your club, it will typically receive about \$100 a month with purchases of class dues, concession, apparel and such, making the club approximately \$1,200 per year minus expenses, such as overhead. So, what does that mean? If you spend \$500 for five commercials and receive three students from those commercials, how much does the club make? Three students make \$3,600 per year, minus \$500 overhead cost, means you made \$3,100, right? Looking at this as a long-term investment could mean making thousands more, depending on the student's retention at the club – making your original investment even more valuable.
3. It is important to remember that TV advertising success varies on the amount you do, when, where and how you advertise to the client, the amount of clients you advertise to, along with a lot of other variables, which may or may not be in your control. Each club must weigh its own options as to the benefit of marketing on TV.

The information shared above has been based on the experiences, opinions and success of The Gymnastics Company Staff in Indianapolis. We hope this information is valuable in making marketing decisions in your USA Gymnastics Member Club.

Best wishes to our gymnastics friends,

Tony & Kim Dykes
Owners, The Gymnastics Company

