



**GEARS + BEERS**



## 2022 MARKETING CALENDAR

### February

- Propose social media budget increase (year round social feed) establish community
- Follow up with Panaracer sponsorship
- Follow up with Curve and FYXO involvement
- Target adventure bike/gravel sponsors
- Confirm Mike T (review previous event with him). Discuss Gabriel Gate.
- Tent city research/decision!!! (accommodation) - "Pilgrim Pit"
- Bell tents for VIPs
- Merchandise decisions
- Organise event artist for merch/mural
- Discuss mural options with WWCC

### March

- Confirm riverside precinct location/progress
- Camp mug reward for bikepackers/pilgrims. Name the pilgrims
- Confirm funding (100% proceeds terminology)
- Cadel Place, activities, close laneway, music, bunting, pop-up beers
- 2022 custom beer. Curve/FYXO beer?
- Route distance confirmation
- Open up early bird and confirm pricing
- Discuss strawberry farm - ride through, offer sorbets FREE
- Discuss whether we get camels for Dead Camel Ln

### April

- Bushfire gravel ride (launch Early-bird 2022 campaign)
- Early-bird entries open for 2022
- Run video ads on social

### May

- Counter for how many current D130 regos
- Create sponsorships
- Repost reviews and testimonials

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## June

- Early bird entries close for 2022
- Course planning/changes
- Counter for how many current D130 regos
- Countdown to Dauphine
- Counter for how many current D130 regos left
- Countdown early bird entries (10 days, 7 days, 4 3 2 1)
- Course scouting
- Promoting gravel sectors
- Promote infamous Dead Camel Lane
- Create media strategy
- Book photographers and videographers
- Confirm musette design (Bee Dee Bags)
- Organise over-the-road banner (Active Print)
- Organise merchandise
- Create posters and distribute to metro and local areas (Active Print)
- Purchase more event bunting
- Update website – things to do in Wagga on the long-weekend
- Synchronise RegisterNow and MailChimp
- Update EDM template
- Beer vendor features
- Repost reviews and testimonials
- Counter for how many current D130 regos left

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## July

- Countdown to Tour De France
- Highlight key stages (mountain) to fans
- Money raised so far (support local charities)
- Print super-early bird coasters (StickerMule)
- Routes confirmed (subject to change)
- Purchase smoke bombs
- Purchase tubes and tyres
- Organise Saturday in the park bike builders
- Create 2022 campaign SM artwork
- Repost reviews and testimonials
- Rapha and bike brands requested to push
- Media release to influential metro/cycling media
- Media release/networking with Craft Beer groups (eg Canberra)
- Provide media kit for all sponsors and vendors

## August

- International beer day
- When Canola blooms
- Highlight volunteers (marshalls, baking, putting signs out, packing rider bags, putting out hay bales, putting up bunting)
- Money raised so far (support local charities)
- Signage arriving
- Top tube sticker designed (routes confirmed) and printed by Khan Signs
- Race numbers ordered from Champion Systems
- Create bike film festival or alternative Sat entertainment
- Repost reviews and testimonials

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## **September**

- Course updates (in 9km/30km)
- Merchandise arriving
- Final rider training
- Course recons
- Dirty 130 comp (last tickets avail)
- Money raised so far (support local charities)
- Set-up 2023 online registration for Super early bird
- Beer vendor features
- Food vendor features
- SM Call-out
- How are you getting to the ride?
- Where are you coming from?
- Plan Saturday in the Park layout
- Confirm Saturday in the Park food vendors
- Repost reviews and testimonials
- Media release to local media
- Beer and food vendors requested to push
- Bunting/posters in influential businesses
- Seek coverage from WIN/Prime and The Daily Advertiser
- Promote entertainment

## **October**

### **Event – 2 days / –5 days**

- Feature pilgrimage riders
- Event countdown
- Course updates (in 9km/30km)
- Beer vendor features
- Food vendor features
- Weather forecast

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### **Event – 1 day (Saturday)**

- Remind riders about rego in the park
- Remind riders about daylight saving
- Rider number update
- Remind riders about where to go Sunday night/NRL GF

### **Event day (Sunday) – 2nd October 2022**

- Encourage locals to register on day for smaller rides
- Encourage locals to attend the craft beer festival
- Remind riders about where to go Sunday night/NRL GF
- Release first dump of photos

### **Event day + 1**

- Super-early bird opens for 2023
- Update website content for 2023
- Release all photos on social media and encourage tagging
- Release video teasers post event
- Thank sponsors on Rotary feed
- Repost reviews and testimonials

### **Nov**

- Thank sponsors with mail-out of XXXX??. Hand-written note.

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