**2016 Indiana Bicentennial Torch Relay**

County Marketing Plan

*Plan to assist in the recruitment of torchbearer nominations*

*Form Completed by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ COUNTY\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Email Address\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Torchbearer Nomination Form Goal: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*(The number of applications you want returned)*

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| **Purpose:**  The purpose of this form is to provide the county with a tool to outline key methods of distributing torchbearer nomination information and to identify the activity and messaging that will accompany those key methods. The form is intended to assist your county in creating a marketing plan and timeline that all committee members can follow. Additionally, once submitted to the Bicentennial Torch Relay Committee, ideas outlined in the county plan will be shared with other counties.  Below are predetermined objectives and ideas your county can use as a starting point in creating your marketing plan. Also included is a statewide marketing timeline that allows you to plan alongside what the state will be doing to support your marketing efforts.  Distributing the information on the Torchbearer program to as many citizens of your county as possible will improve the total number of applications you receive and help you reach your goal. The torchbearer nomination program is meant to encourage countywide participation and bring all corners of the county together.  **Nomination Period Opens**: May 1, 2015  **County Marketing Plan Due:** May 1, 2015  **Nomination Period Ends**: December 31, 2015  **Base Torchbearer Qualification Criteria:**  (Nominees shall meet one of the following criteria)   1. Achieved personal and/or professional excellence or celebrity status. 2. Nurtured the community through service, stewardship and involvement. 3. Make/Made and outstanding contribution to their neighborhood, region, community or state.   **Nomination Criteria:** (In order to be nominated)   1. Must be a resident or former resident of Indiana or nominated in honor of someone who is or was a resident. 2. Must possess the physical adaptive ability to carry the weight of the torch a minimum of .25 miles. Reasonable accommodations for ADA adaptations will be made. 3. There are no age limits. Parental/ guardian consent is required. 4. Nominees may be subject to a background check and must not have a criminal record. |

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| **Key Constituent Group Ideas and Promotion Tactics to target those groups:**  *Goal – To meet or exceed the nomination application goal as outlined above.*  **Key Constituent Groups**   1. Community or Business Organizations 2. Government Agencies 3. Schools or Universities 4. Churches/Places of Worship 5. Special event organizers 6. Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   **Promotion Tactics**   1. Create a poster or flyer using the provided template. 2. Place posters in common areas or city facilities, promoting the web link and application program. 3. Present the program in person to civic groups, faith based organizations, government agencies, etc. 4. Promote event via county/city web sites, bicentennial information web pages in my county. 5. Distribute targeted emails (including the torchbearer nomination form link) to community databases. 6. Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_   **Statewide marketing support of the Torchbearer Recruitment program:** The Indiana Office of Tourism Development and the Bicentennial Commission will provide support to all counties through various social media outlets, print and online publications, creation of graphic elements and communication with the media.   |  |  |  | | --- | --- | --- | | **mONTH** | **MARKETING ACTIVATION** | **GOAL/MILESTONE/ACTIVITY** | | April 8, 2015  April 16, 2015  APRIL 16, 2015  APRIL 25, 2015  APRIL 25, 2015  May 1, 2015 | *1. Bicentennial Torch Relay Web Site* [*www.indiana2016.org/torchrelay/*](http://www.indiana2016.org/torchrelay/)*;*  *Bicentennial 2016 Web Site –* [*www.indiana2016.org*](http://www.indiana2016.org)*; IOTD web site* [*www.visitindiana.com*](http://www.visitindiana.com)*;*  *2. Create press release and distribute to statewide media contacts*  *3. Torch Relay Facebook page, Twitter and Instagram with link to nominate*  *4. Graphic designs for web banners, flyer templates and logos to be used by local/counties as promotional tools.*  *5. Create eblast form/flyer to provide to counties – updateable flyer that can be made county specific;*  *6. Distribute nomination form to State Employee database; post to state employee activity board;* | Event awareness!  Follow up with state wide media to confirm receipt of press release, specific media publications with best reach.  Provide to groups to allow time to post and distribute.  Provide to counties to allow time to post to social media, web sites and to print and distribute.  Applications process is open and where to find the nomination form online or in hard copy. | | |
| **County Marketing Plan:** The next section should be completed by the County and returned to the Torch Relay Leadership Committee by **May 1, 2015** via emailto **nszydlyk@visitindiana.com**.  This form should allow you to provide an easy format to organize your marketing plan, create a timeline and spur discussion on different types of ways to distribute the nomination form in your county. Submitting the form allows the Torch Relay Committee to confirm you are reaching out across the county and engaging everyone who may want to nominate a community volunteer, coworker, friend or family member.  Use the grid below to outline your COUNTY marketing plan. Include all traditional and non-traditional marketing efforts broken down by local and county wide efforts. *Not all activation ideas will apply to all county plans.*   |  |  |  |  | | --- | --- | --- | --- | | ***Marketing Activation*** | ***Constituent Group and Messaging*** | ***Activation Mechanism***  *(How or what you will do?)* | ***Month/Date of Activation*** | | *Grassroots* |  |  |  | | *Databases* |  |  |  | | *Print (newspaper)* |  |  |  | | *Radio* |  |  |  | | *Online (Websites/ Electronic Newsletter)* |  |  |  | | *TV* |  |  |  | | *Print (newsletters)* |  |  |  | | *Special Event Marketing - Promos* |  |  |  | | *Social Media* |  |  |  | | *In person Presentation* |  |  |  | | *EXAMPLE – Database* | *Chamber of commerce membership database for all major cities/towns in the county* | *Send an email letter from the Chamber membership coordinator or president to the database with the torchbearer application attached in a PDF form. Include info on where to return the application and who to contact with questions.* | *Send by May 30, 2015* | | *EXAMPLE – Social Media* | *All followers on the county FB page & major city/town FB pages* | *Post link to the online nomination form – include the torch relay logo to draw attention.* | *Post by May 7, 2015 – application available May 1, 2015* | | |