

2015

Tahoe's Ultimate Bicycling Guide



BikeTAHOE

One Place. Many Paths.™

www.biketahoe.org

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One Brand. Multi-Channels.

Web – Video – Mobile App

TEAM TAHOE, a 501 c 3 nonprofit with the mission of developing and promoting Eco-Friendly Actions, is excited to announce ***BikeTahoe.org: Tahoe's Ultimate Bicycling Guide*** is near launch. This comes at the opportune time to fulfill the needs of businesses, tourists' bureaus and public agencies interested in increasing sales, overnight stays and community enhancement by providing their customers, visitors and residents with the ultimate tool to deliver a ***Ride of a Lifetime***.

Mobile Consumer Engagement – A Social Content Platform

TEAM TAHOE'S brand strategy is building and administering a trusted multi-channel social content platform that trends the growing reliance on and use of mobile handheld devices to engage consumers, prompt their sharing within their social networks, and deliver relevant content to aid in their vacation planning decisions.

There are **Five Essentials Elements** to the Bike Tahoe multi-channel platform and they are:

1. Bike Tahoe.org: Tahoe's Ultimate Bicycling Guide

In the making for years, Bike Tahoe's first essential element is a "responsive" web platform - BikeTahoe.org. This comprehensive guide has over 50 popular bicycle rides in and around the Tahoe region, and growing. The Guide is segmented into five sub-regions: South and North Tahoe, California Alps, Carson Valley, and Truckee. For each region, the Guide showcases ride details for the three most popular riding styles: Cruising, Mountain Biking and Road Cycling. For each riding style is an inventory of the most popular rides. Then for each ride the following details are provided: Distance and Elevation gain, Challenge Level (green, blue or black just like ski resorts), Trailhead Position (Lat. & Long, and description), Ride Description, Historical Significance, and a Google Map.

2. Video Branding Showcase

Pre-production mobilization is now underway to produce four tourism-based videos showcasing the three riding styles and the most popular locations to enjoy them. Each video will be approximately 2 to 3 minutes in length and cover a specific riding style. For example, a video will feature cruising, another mountain biking, and the third road cycling. The fourth will be a master promotional video showcasing the region as a World-class bicycling destination. These videos will live on BikeTahoe.org and also hosted on YouTube.

Your brand and connectivity can live on one of four professionally produced videos.



3. Mobile App

Mobile devices (smart phones and tablets) are significantly changing how people communicate with each other, research for and make product purchases, and formulate vacation planning decisions. In the U.S. 40% of the population is using hand-held mobile devices for accessing email, social engagement and playing games rather than using their desktop - and this will continue to grow. Worldwide there are 4.5 billion mobility users with a projection of 50% of mobile traffic by 2019.

The Bike Tahoe mobile app is scheduled to be built in the coming months – transferring all the GPS Google maps from the web site to the app. This hand-held platform will enable visitors and residents to select a bike ride and locate their position on or near their destination.

4. Platform Responsiveness and Customer Knowledge

Increasingly vital to Bike Tahoe’s success is the tracking and gathering of pertinent information about its visitors/users. This will enable management to evaluate and understand visitor interests, behaviors, and lodging patterns. It is equally vital to understand and adapt the system’s ability to deliver relevant content and engage the visitors’ experience so they come to trust the platform for repeat visits and refer it to their social networks.

Consumer/visitor analytics and research tools are an essential element of the project’s overall strategy for success. We will track the regions and types of rides most frequented. Surveys are planned to gather demographic and geographic data, as well as, tracking the types of lodging. We want to know who they are, where they come from, when they visit, what they are doing while here, and where are they staying.

Results from these research tools will help guide the system’s response to continually develop and deliver relevant content and provide valuable data for planned marketing/promotional offers and opportunities: business-to-consumer and business-to-business.

5. Team Work

To successfully reach, engage and build a loyal customer base that increases lodging nights and regional economic sustainability, Bike Tahoe must have Team Work to coalesce these essential elements into an integrated platform that all regional stakeholders adopt and are contributing to.

Your collaboration is essential for the success we all seek. Working together we reduce individual costs and risks, and leverage our combined resources to help position BikeTahoe.org as Tahoe’s Ultimate Bicycling Guide. **Here is how:**



Your Participation

Your Regional Brand Exclusivity – BikeTahoe.org

Each of the five regions has a dedicated landing page. This is the most prominent, authentic and highly visible branding position because all visitors interested in a specific region must land there to select from the active list of rides and maps.

Brand Your Region as a Bike Tahoe Regional Partner

Your municipality, agency or organization can claim brand dominance for your region’s landing page and content by becoming a “Bike Tahoe Regional Partner”. The Regional Partner is an active participant in helping build the ride inventory for their region and promoting Bike Tahoe to its constituents.

Your Branding Video Showcase

Four High Definition videos are scheduled to be professionally produced by a leading tourism production company. Each video will be approximately two to three minutes in length and showcase a specific riding style and the most popular locations to enjoy them. The fourth video will be a teaser promoting Tahoe as a World-class bicycle destination. These videos will be posted on the BikeTahoe.org web site and hosted on YouTube.

Position Your Brand on Video Content

There are three branding positions available for each of four videos. A branding position includes:

- Your name and logo appearing on the video
- Your name and logo appearing on the video credits
- Your logo clicked-through to its web site

Your Exclusive Branded Video

The Exclusive Branded Video is only available to Bike Tahoe sponsors. This is a 15 or 30 second promotional video exclusively produced to showcase your brand using bicycling specific content located within your area of dominate influence. The branded video can be used on your web site or for other promotional purposes.



Your Sponsorship Values

Regional Brand Exclusivity – Bike Tahoe Regional Partner

The BikeTahoe.org Regional Partner receives the following Rights and Privileges:

- **Designation.** The Regional representative shall receive the designation, “Bike Tahoe Regional Partner”, and may use this designation for their promotional purposes.
- **Exclusivity.** Regional representative shall receive brand exclusivity (name/logo/click-through link) on their region’s landing page for a period of two years from date of initial publishing.
- **Regional Branding.** Regional representative’s brand (logo/name/click-through link) shall exclusively appear at the top of their regional landing page, and on the Sponsor’s page.
- **Page Branding.** Regional representative’s brand (name/logo/click-through link) shall prominently appear on the top of the right side bar (300 x 250) of each ride page within their region.
- **Greeting.** Regional representative shall receive a greeting phrase on their landing page that welcomes visitors to their page. Regional representative may offer a greeting suggestion for consideration. (i.e. Welcome, Brought to you by, etc.)
- **Grant of Use.** Regional representative is granted use of Bike Tahoe logo for their promotional purposes.
- **Reciprocal Link.** Regional representative is granted use of Bike Tahoe.org URL link for its web site.
- **Publicity.** Regional representative shall be mentioned in news releases sent to print and digital media. When possible, radio and television interviews shall be scheduled with representative.
- **Analytics.** Regional representative shall receive annual web-based visitor analytics from their region and results from visitor surveys.
- **First Right of Renewal.** Regional representative shall receive “First Right of Renewal” 60 days prior to the sunset of their exclusivity period.

In exchange for the Regional Partner Rights and Privileges, the Regional Representative agrees to:

- **Collaborate.** Work with Team Tahoe in the future development and inclusion of popular bike rides to be included on their region’s online section.
- **Promote.** Promote and encourage constituents to use and share Bike Tahoe.org with others.
- **Sponsorship Fee.** Pay a sponsorship fee of \$



Your Sponsorship Values

Branding Video Showcase

There are three branding positions available for each of four videos. A branding position includes:

- Sponsor's name and logo appear on a specific video
- Sponsor's name and logo appear on a specific video credits
- Sponsor's logo clicked-through to its web site on a specific video

Additionally, Sponsor receives:

- Annual analytics showing the number of viewers of their specific video
- Annual analytics from BikeTahoe.org web site
- Term of branding position coincides with video's life (no termination date)

Video branding fees:

- Per video: \$
- Additional video branding positions may be available upon request.

Exclusive Branded Video *

The Exclusive Branded Video is only available to Bike Tahoe sponsors. It is a promotional video showcasing the Sponsor's brand and bicycling activities in its market.

Exclusive Branded Video Sponsor receives:

- A professionally produced bicycle promotional video exclusively branded by the sponsor
- Exclusive branding shall include name, logo, and click-through to its web site. May also include additional contact information (address, web site address, telephone, etc.).
- Right to select bicycle riding styles and locations from Bike Tahoe's video library
- Right of use on sponsor's web site and for other promotional purposes as deemed useful to sponsor.

Exclusive Branded Video fees:

- A 15 second promotional bicycle video: \$
- A 30 second promotional bicycle video: \$

***Please note:** Exclusive Branded Video content shall be drawn from Bike Tahoe's video library and it will not include voice over. If sponsor would like additional services beyond the scope and price stated above, then we can review the change request and submit a quote to the sponsor for consideration.

For further information **contact Ty Polastri** at TeamTahoeNow@aol.com.

TEAM TAHOE is a 501 c 3 nonprofit corporation with the mission of developing and promoting Eco-friendly programs that encourage the sustainability of communities, environments and economies.