



To: The City of Foley, c/o: Don Staley
From: Christy Raley, Team Up Advisory, LLC
Date Proposed: 12/1/2016

Sports Marketing and Sales Consultant Proposal

GOAL: To assist the Foley Sports Tourism Complex sales team by increasing the numbers of events for the outdoor soccer complex and new indoor events center

1. Sales Efforts

Areas of concentration: (locally)

- Assisting in event management during tournaments and other events
- Provide support in attracting attention of local media outlets that I currently work with
- Consistently seeking out new avenues to create local community awareness
- Connect with local sports clubs and coaches; identify opportunities within each sport for tournament possibilities during complex downtime
- Provide updates to The City of Foley officials, The Director of Sports and regarding progress, effectiveness and strategies
- Continuously building meeting and sports event database
- Assisting in the coordination of group oriented FAM tours, sales missions, site tours, etc.
- Work alongside the Marketing, Sales and Communications team to develop and create appropriate sales tools and pertinent marketing materials to attract sport tourism at industry conferences

Areas of concentration: (nationally)

- Working with coordinators of NASC, CONNECT SPORTS, S.P.O.R.T.S. – The Relationship Conference, TEAMS, US Sports Congress, NSCAA Soccer Convention, US Lacrosse Conference, and any other local, state and national industry conferences to promote the complex to sports planners and rights holders
- Proactively identify visiting teams that would be a good fit with each of the sports tournaments determined as having the most potential (based on space, seasonality, hotel availability, strength of host organization, etc.)

2. Sponsorship Support

Major Functions:

- Source sponsorship opportunities that *fit* Foley Sports Tourism (events center, local community events, concerts, industry conferences, state tourism events)
- Examine industry conference opportunities (max exposure, value added, i.e. NASC, Connect Sports, S.P.O.R.T.S., Teams, US Sports Congress, other)
- Assist Don (FSTC) in utilizing the sponsorship budget most effectively
- Liaison internal departments to ensure fulfillment, activation
- Ensure pre/post event (s) deliverables
- Recap with sponsor ROI's
- Assist (City of Foley, Poarch Creek, FSTC) in development of marketing packages, customer specific media presentations, proposals

3. Face to Face Client Interaction

- Continuously building meeting and sports event database for the Foley Sports Tourism Complex by using my current contact base and personal client relationships
- Attend 2017 industry conferences as per FSTC (NSCAA Soccer, US Lacrosse, NASC, Connect Sports, TEAMS, S.P.O.R.T.S, US Sports Congress)

Potential conferences to attend:

- NSCAA Soccer Conference 2017
- US Lacrosse Conference
- NASC 2017
- CONNECT SPORTS 2017
- TEAMS 2017
- SPORTS 2017
- US Sports Congress Conference 2017

4. Current and previous client relationships: (See lists below)

1. 2016-2017 NASC Officers

- Ralph Morton, CSEE – Chairman, Seattle Sports Commission– S.P.O.R.T.S. /Client
- Mike Anderson, CSEE - Vice/Chair-Elect, Myrtle Beach SA– S.P.O.R.T.S. /Client
- Kindra Fry, CSEE, SMP – Treasurer, Bryan-College Station– S.P.O.R.T.S. Attendee
- Greg Ayers, CSEE- Immediate Past Chair, Discover Kalamazoo– S.P.O.R.T.S.

2. 2016-2017 NASC BOARD OF Directors

- Janna Clark, CSEE, Elizabethtown Sports Park – S.P.O.R.T.S. Attendee
- John David, CSEE, USA BMX – S.P.O.R.T.S. Attendee
- Matt Dunn, CSEE, Palm Coast and the Flagler Beaches– S.P.O.R.T.S. Attendee
- Pete Harvey, CSEE, Buffalo Niagara Sports Commission – S.P.O.R.T.S. Attendee
- William Knox, CSEE, Hamilton County Sports Authority – S.P.O.R.T.S. Attendee/Client

- Kathy Nelson, Kansas City Sports Commission— S.P.O.R.T.S. Attendee/Client
- Mike Price, CSEE, Greater Lansing Sports Authority— S.P.O.R.T.S. Attendee/Client
- Janis Ross, Eugene, Cascades & Coast Sports— S.P.O.R.T.S. Attendee/Client
- Steve Schell, Experient Sports Event Rights Holder – S.P.O.R.T.S. Attendee
- Glen Schorr, Orienteering USA – Event Rights Holder – S.P.O.R.T.S. Attendee
- Kris Smith, CSEE, Detroit Sports— S.P.O.R.T.S. Attendee/Client
- Benjamin Wilder, CSEE, Savannah Sports Council— S.P.O.R.T.S. Attendee
- Marc Zimmerman, CSEE, Central Florida's Polk County Sports— S.P.O.R.T.S. Attendee

3. Events Rights Holders Contacts

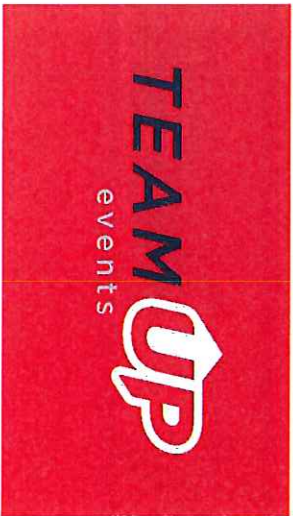
*****Please see attached sheet*****

FEE STRUCTURE: (Negotiable)

1. **\$1000 each month over next 6 months., Jan-June 2017.** Travel expenses included for each conference I attend upon recommendation of Don Staley and The City of Foley. Revisit agreement in July 2017 and evaluate progress and value.

OR/

2. **\$75 per hour of consulting.** Minimum of 10 hours per month, but not to exceed \$1000 per month. Travel expenses included for each conference I attend upon recommendation of Don Staley and The City of Foley. Revisit agreement in July 2017 and evaluate progress and value.



PORTFOLIO OF WORK

CHRISTY SYMES RALEY



MEDIA ALERT
SPANISH FORT TOWN CENTER PARK AFTER DARK
SMOKE ON THE COAST
FOOD & FIREWORKS FESTIVAL

WHAT: Spanish Fort Town Center is hosting the first Smoke on the Coast event this year. Join us for food, fun, live music, entertainment, and a fireworks display at 9:00 pm! In addition to Town Center Park and its many, family-friendly amenities, there will be a Kids Zone at Smoke on the Coast, with tons of entertainment for all ages!

WHERE: Town Center Park
29000 Bass Pro Drive
Spanish Fort, AL

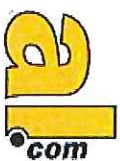
WHEN: Saturday, July 2, 6 pm - 9 pm

CONTACT: Kristina Costanza
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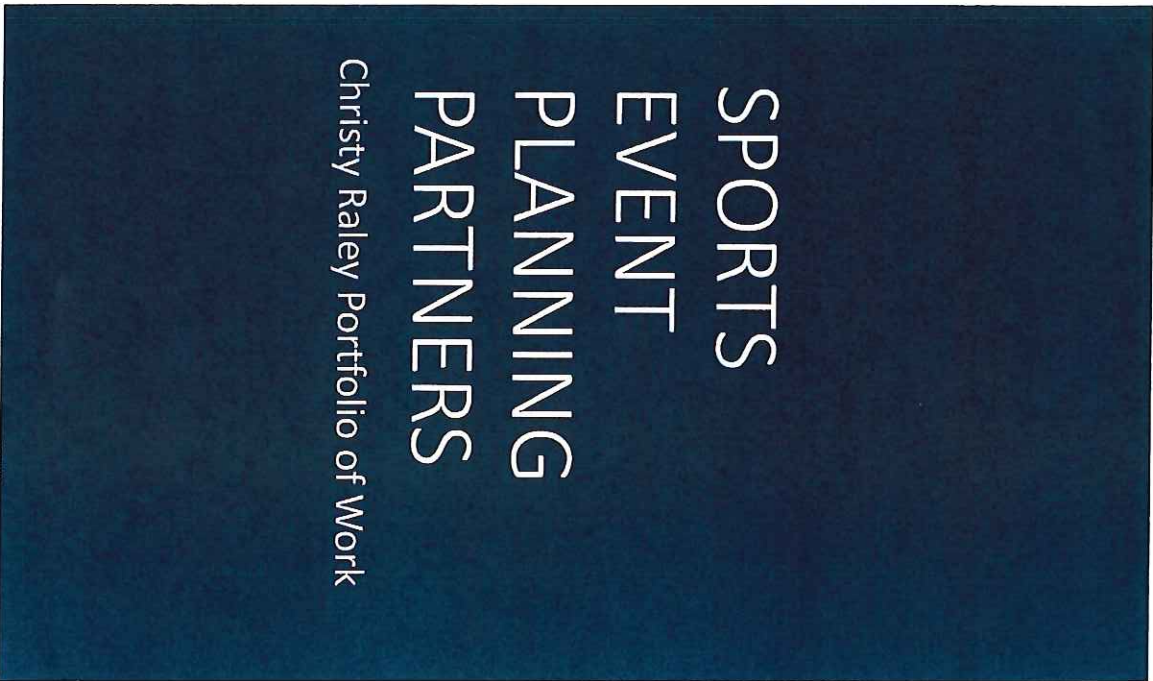


The Sound of Whiskey



COMMUNICATIONS - LOCAL MEDIA RELATIONS

CHRISTY RALEY PORTFOLIO OF WORK



Christy Raley Portfolio of Work

Christy Raley Portfolio of Work



CURRENT CLIENTS & EVENT PARTNERS

SPANISH FORT TOWN CENTER EVENT SERIES



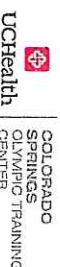
PREVIOUS
SPORTS
TOURISM
PARTNERS

Christy Raley Portfolio of Work



COLORADO SPRINGS OLYMPIC TRAINING CENTER

HOME | TOURS | SPORT CAMPS | FACILITIES | MEETINGS & EVENTS | WELCOME | TEAM USA GROUP



SPORTS TOURISM
INDUSTRY
CONFERENCES
ATTENDED & FAM
TOUR EVENTS