

Marketing Budget: Medium Community marketing budget (\$20,000 - \$100,000)

Submission Category: Event

Organization: Abilene Convention & Visitors Bureau

Who worked on this Project (internal/external): internally

Integrated Components or Type: Marathon

Project Description: When longtime race coordinator, June DeWeese, passed the baton to new Race Director, Steve Cathey, he immediately enlisted the help of the Abilene Convention & Visitors Bureau to help resurrect this iconic race.

Abilene High School students created a new logo and 3D printed sponsor plaques, the CVB created a new website and Facebook page and managed all digital promotion, and an Abilene City Commissioner volunteered his services to capture professional drone footage. It was a great event!

Summary: The partnership between the Eisenhower Marathon and the Abilene Convention & Visitors Bureau helped this iconic event reach new heights. With the CVB handling the marketing efforts, it allowed the race organizer to focus on the event. This partnership is a great public-private model for future events.

Web Link: www.AbileneKansas.org/2021EisenhowerMarathonSummary

Additional: N/A

Comments: When longtime race coordinator, June DeWeese, passed the baton to new Race Director, Steve Cathey, he immediately enlisted the help of the Abilene Convention & Visitors Bureau to help resurrect this iconic race.

With no passwords and a defunct website, the CVB created a new website and Facebook page, and managed all digital promotion including targeted ads in 65 different race-related publications throughout the country. And a new race banner was added to NW 3rd Street representative of the new branding.

Cathey also enlisted the help of the Abilene High School's graphic design class to design the event logo and local High School student/entrepreneur to print 3D plaques for sponsors.

And Abilene City Commissioner, Trevor Witt, volunteered his services as a licensed drone operator to capture photos and video of the race.

Proceeds of the race were donated to local emergency response organizations to thank them for their assistance and to Old Abilene Town, a nearby tourist attractions.