



USPA Board of Directors Meeting • July 10-12 • Dallas, Texas

Sport Promotion Task Force Agenda

Shonda Smith

- Overview of Social Media Network efforts

Ed Scott

- Update on Nationals sponsorship efforts
- Overview of modified 2009 contract for JWalcher Communications
- Preliminary discussion of the direction of the 2010 contract with JWalcher

Other Items for Task Force Discussion

- Helping GM DZs promote local events that have national media potential that USPA can leverage.
- Targeting specific demographics – For example some drop zones have as many as 40% women tandem students, yet women only make up 15% of USPA membership. Does this mean it makes sense to target women with our sports promotion efforts? Other groups based on age or race? Other groups based on interest (i.e. skiers/snowboarders?)
- Collect demographic data from DZs – Learn how the profile of the typical first-jump customer mirrors and differs from that of typical USPA member
- What is the average/median age of new USPA members? – Is this in line with average age of first jump students? – If there is a difference, why?
- College Clubs – What can USPA do to facilitate more of these?
- Leveraging world record attempts and other high profile events – In the next year there are 3 large formation record attempts (freely record in Chicago, Jump for the Cause, World Team Sequential record). How can USPA leverage these and other high profile events by groups such as the Golden Knights, Red Bull, Go Fast, PD Factory Team, etc... to help our sport promotion effort?
- Can the U.S. Team be leveraged for PR benefit?
- Can we get any celebs to take the Solo Challenge?
- Add a section to DZO Streamline for GMs to share marketing successes.



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