The background of the slide is a blurred photograph of several triathletes in motion during a race. They are wearing helmets, sunglasses, and athletic gear, riding their bicycles on a paved road. The focus is on the lead cyclist on the left, with others trailing behind. The overall scene is dynamic and captures the intensity of the event.

**2013 Ottawa ITU World
Duathlon Championships**

Pro-Forma Bid Document

Ottawa, Canada *

Candidate City

Presented By: TrojanOne
July 2012

Summary

TrojanOne, a Canadian full service marketing and events organization, based in Toronto but with offices in Ottawa, Montreal and Vancouver, is pleased to present the International Triathlon Union (ITU) and Triathlon Canada with this bid to host the 2013 World Duathlon Championships in Ottawa, Canada on August 10-12, 2013.

The bid is in partnership with Ottawa Tourism and requires endorsement by Triathlon Canada and the ITU.

Although this would be the inaugural version of the event, the race organizers are launching an event with a long-term horizon that includes bids for future national and world championship events. The team also has previous experience in organizing ITU World Cup events (2000 and 2001 ITU World Cup Toronto), owned events (Nike High School Grand Prix), and a variety of other runs, sponsor events, and more.

A full service marketing and events agency, TrojanOne has professional capacity in event management, communication, digital, creative, consulting, consumer engagement, activation, public relations and more. The company has more than 50 full-time and hundreds of part-time staff.

The event will take place in the heart of the city of Ottawa in the shadow of Parliament Hill, a stunning urban setting. Course details are being finalized with Ottawa Tourism and will involve the input of the National Capital Commission, the City of Ottawa and other stakeholders.

Contents

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2. About TrojanOne
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8. Request and Condition
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Introduction

From the desk of the CEO

To Whom It May Concern,

On behalf of TrojanOne, it is my pleasure to fully endorse and support our bid to host the 2013 ITU Duathlon World Championships in Ottawa, Ontario.

I trust the following pages provide the information you require about our organization, our success and our people.

When I founded TrojanOne in 1994, I had visions of us growing to be able to host international events of a very high quality. This opportunity would allow us to achieve that goal.

If you require any additional information or detail, please do not hesitate to reach out to myself or one of my staff.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Harrison', with a long horizontal stroke extending to the right.

Mark Harrison, President & CEO
TrojanOne



About TrojanOne

TrojanOne



We live by our mission “To Get Our Clients Promoted” – it drives us to be better at everything we do.

Our team of over 50 staff throughout the country work together to create meaningful experiences - through sponsorship, grassroots marketing, experiential, event management, consulting, retail promotions, PR and media.

TrojanOne People

Our most valuable resource is our team of experience, innovative, and resourceful staff



We strive to attract industry leaders with a strong entrepreneurial spirit to continually enhance our commitment to client satisfaction while ensuring in-house expertise is present in all facets of the business

TrojanOne People



Mark Harrison
President & CEO

Consulting
Group

Consumer
Engagement

Digital Media
Services

Creative
Services

Business
Operations



Norm O'Reilly
Senior Advisor,
Consulting Group



Imran Choudhry
Vice President,
Consumer Engagement



Mark Stewart
Director,
Digital Services



Cary Laudadio
Creative Director,
Creative Services



Karen Stern
CFO

TrojanOne People

Consulting Group



Rick Burton
International Sports
Marketing Consultant



Ali Reid
Director, Consulting Group



Elisa Beselt
Senior Analyst, Consulting
Group



Mark Runions
Analyst, Consulting Group

TrojanOne People

Consumer Engagement



Bart Gordon

Project Leader, Consumer
Engagement



Diana Perl

Project Leader, Consumer
Engagement



Kristyn Turner

Coordinator, Consumer
Engagement



Brian Wong

Coordinator, Consumer
Engagement

TrojanOne People

Digital Media Services



Laura Connor
Communications Specialist



Christine Hogg
Communications Specialist

T1 Partnership Marketing



Nick Hodge
Manager, Business
Development



Phil Bouffard
Manager, Business
Development

TrojanOne Clients

Our Clients

We work with some of the top sponsors and properties in Canada.



Sample of Work: ParticipACTION

Developed Sports Day in Canada, an integrated property with CBC and the Canadian sport sector to engage Canadians in sport.



Secured over \$12 million in sponsorship for ParticipACTION.

Sample of Work: Speed Skating Canada

Facilitated a multi-year renewal with Intact Insurance doubling the previous value by utilizing an extensive consultative method, including a national consumer survey and a 5 year ROI analysis.



Intact Insurance Day on Skates grassroots event engaged 20 Intact employees, 70 local club members and athletes and 350 public skaters garnering 109,174 live impressions over three weekends.

Sample of Work: Nike High School Grand Prix

First ever national high school track & field invitational in Canada gathered high school athletes from 10 provinces and territories.



1,500 likes



606,000 impressions



highschoolgrandprix.ca

Three phase media campaign over four months achieved 113 media hits and over 50 million media impressions, both locally and nationally.

Sample of Work: Capital One Race for Kids

Created the first national fundraising event for Boys and Girls Clubs of Canada.



In the first year, the events held in 14 communities raised over \$1 million net.

Three phase media relation campaign yielded 117 media hits and over 7 million media impressions.

Sample of Work: Canadian Sponsorship Forum

Passion for marketing and sport has manifested itself in the creation of the Canadian Sponsorship Forum, the premier sponsorship marketing conference in Canada.



CBC

Sample of Work: Nike Human Race

Nike trusted TrojanOne to execute the 8 Canadian stops of the global Nike Human Race - including the primary Canadian site in Vancouver.



TrojanOne coordinated and managed all aspects of the Vancouver event, including concerts, VIP lounges, permits, road closures, site set-up and tear-down, and management of 600 multilingual volunteers.

Sample of Work: Rogers Chomp and Stomp

Entertained 1,000 guests with a rodeo, live music, dancing, a charity casino, gunfighters, a massive barbecue, silent auction, fireworks, and mechanical bulls.



Unique and memorable hospitality opportunity for key clients and stakeholders.

TrojanOne's Principles

Experienced
Entrepreneurial
Resourceful
Disciplined
Successful
Leaders

An Entrepreneurial Approach

- ▶ TrojanOne prides itself on always taking an entrepreneurial approach
- ▶ Our team consistently conceptualizes new ideas and solutions, building properties when the right one doesn't exist
- ▶ With unparalleled thinking and all of the necessary tools, TrojanOne is prepared to seize new opportunities and build innovative consumer engagement activations





The Concept

Concept

About

- ▶ TrojanOne, the Government of Ontario and Ottawa Tourism propose to host the 2013 ITU World Championship in the heart of Canada's capital city - Ottawa.
- ▶ The event would be held August 10-11, 2013.

Goal

- ▶ The goal would be to create a competitive, cutting edge, urban adventure duathlon that is memorable for all participants.

Stakeholders

- ▶ The event will be run by TrojanOne in partnership with Ottawa Tourism who will provide both financial and operational support.
- ▶ Triathlon Canada and the International Triathlon Union will also act as key partners. The provincial federations (Ontario/Quebec) and local clubs will also be reached out to.
- ▶ A charity partner will also be sought for the event.
- ▶ TrojanOne's Ottawa office, with support from its Toronto and Montreal offices, will be utilized to manage the event.



Event Concept

Past

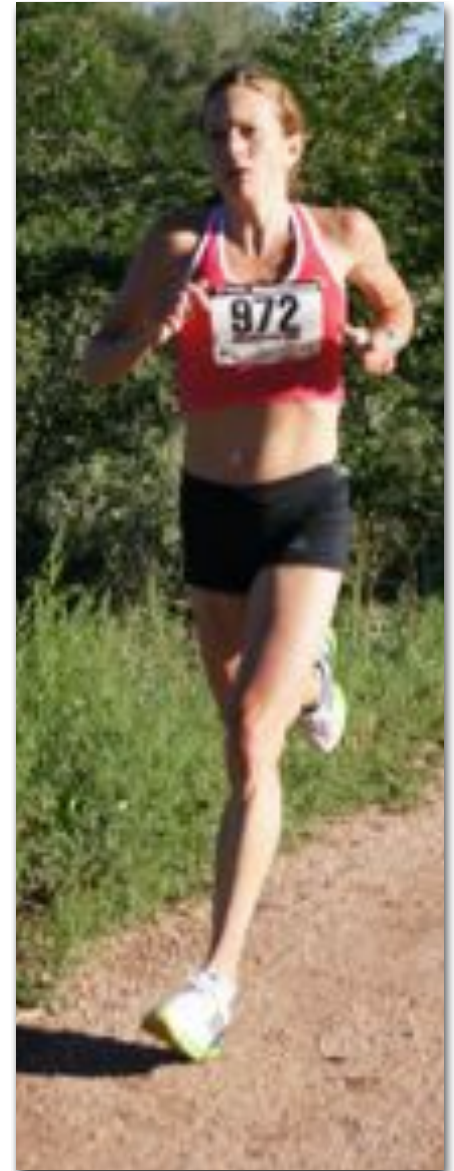
- ▶ The 2013 World Duathlon Championships will be the first major multi-sport international event held in downtown Ottawa, Canada's capital and a city where endurance events often attract thousands or tens of thousands of participants.

Present

- ▶ To be held in the shadow of the Canadian Parliament, the inaugural event will be a 10km run, 40km bike, 5km run format for the World Championships. A sprint version (50% of distances) will be offered as a citizen's wave.
- ▶ The Junior and Para World Championships will be held on the sprint course.
- ▶ The event will follow ITU and Triathlon Canada technical requirements and policies.
- ▶ Projected numbers for 2013 are 500-1000 participants in the World Championships wave comprised of individuals who have qualified to represent their country.

Future

- ▶ Future years include estimated growth to the hosting of another major championship in 2017 in conjunction with Canada's 150th anniversary.



Duathlon

- ▶ Formerly known as a Biathlon, a duathlon involves two sport disciplines, typically biking and running
- ▶ Athletes who participate do not take any breaks during disciplines and must quickly transition
- ▶ Standard duathlons are formatted run, bike, run with a variety of distances depending on level and event
- ▶ The sport is constantly competing with Triathlons but has started to rise in popularity due to corporate sponsorship and the variety of events happening throughout the United States
- ▶ Duathlons have grown exponentially from the 15 races in 1984 to today where hundreds of races are participated in by thousands all over the world
- ▶ The future of duathlon lies in the hands of the creators and developers and creating memorable experiences for young athletes participating



Host City: Ottawa, Canada

- ▶ As the Capital of Canada, Ottawa offers Canadians and visitors from around the world national attractions not found anywhere else
- ▶ The country's fourth largest metropolis with a population of just over one million, Ottawa is located in Eastern Ontario at the junction of three majestic waterways and just across the Ottawa River from Gatineau, Quebec
- ▶ A cosmopolitan, yet surprisingly intimate, G8 capital, Ottawa is a place where you can immerse yourself in Canadiana and culture, embrace and enjoy the great outdoors, even in the heart of the city, join the celebration at year-round festivals and events, and shop and dine in a relaxed urban setting of distinctive neighborhoods and districts
- ▶ With close to 10,000 hotel rooms located in Ottawa and the surrounding area it is a superior and convenient location for large scale events and festivals including the Ottawa Canada Day celebration



The Venue

1. Start-Finish will be in the shadows of the Canadian Parliament in the heart of Ottawa. There will be one transition zone located nearby.

2. The opening 10km run will be two 5km loops that will see the athletes run from Parliament, cross the Ottawa River on a bridge with stunning views, return on another bridge for a loop course.



4. The final 5km run will repeat the first loop of the opening run.

3. The 40km bike will start with a technical portion downtown, then head out on the Ottawa River Parkway for an out-and-back portion. It will be a one-loop cycle.

Participants

Duathlon Worlds 2006 - 2011	All	Men	Women
Total Athletes	695	483	212
Number of Nations	27	26	17
Host National Athletes	219	156	63
Host Continent Athletes	428	309	119
Athletes from Different Continent	267	174	92
Host Continent, Different Country	209	153	56

***Average number of participants per year*

2013 Projections

- ▶ TrojanOne, along with the help and support of Ottawa Tourism and other partners, project that we will be able to attract between 500-1,000 participants to the 2013 World Duathlon Championship if hosted in Ottawa.
- ▶ All participants would fall into three competing divisions
 - ▶ Juniors - Age 19 and under (Men & Women)
 - ▶ U23 - The best Under 23 athletes (Men & Women) in the world
 - ▶ Age-Groups (Men & Women)
 - ▶ 20-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70-74, 75-79, 80-84, 85-89, 90+, and Para



Partners

In order to create a successful event, TrojanOne plans to enlist the support both logistically and financially of the below partners.

International Triathlon Union (ITU) and Triathlon Canada

International Governing Body and National Sport Organization for multi-sport disciplines of triathlon, duathlon, aquathlon and other non-standard variations



Ottawa Tourism

A not-for-profit organization that works to help visitors of the Nation's Capital and to promote Ottawa as a travel destination



National Capital Commission (NCC)

Provides information for many national institutions, including the Gatineau Park as well as Rideau Canal skateway



Ottawa: A World Class Stage

World Class City

- ▶ As Canada's Capital, Ottawa truly is a world-class city, providing ITU with an ideal stage on which to showcase the best athletes skaters in Canada.
- ▶ As home of the National Capital Marathon, an annual event that exceeds 36,000 participants, the Ottawa-Gatineau region is a true “hotbed” for running events.
- ▶ With a large population base (CMA population: 1.2 million) and another 12 million people within a four (4) hour drive of Ottawa, and an ideal location between Toronto and Montreal, Ottawa provides a tremendous opportunity for ITU to market the 2013 World Duathlon Championships and grow its base of corporate partnerships.



Ottawa: A World Class Stage

World Class Airport

- ▶ Recently recognized by the Airport Service Quality (ASQ) customer satisfaction benchmarking program as first in North America (all sizes of airport), and second in the world (airports that serve between two and five million passengers).
- ▶ Ottawa MacDonal-Cartier International Airport is located only 13 kilometres and 20 minutes from the city centre and has direct access to the downtown core and the Ottawa area's major roadways.
- ▶ Over \$410 million have been invested in the past 7 years to expand airport capacity, improve public transportation access, and increase capacities for customs clearance, passenger gates/bridges and aircraft taxiways.
- ▶ Fourteen airlines currently serve Ottawa with daily direct and non-stop flights from Europe (London, Frankfurt), the United States (New York, Boston, Chicago, Washington, Philadelphia, Denver, and Detroit), and every major city in Canada.



Ottawa: A World Class Stage

World Class Event Experience

- ▶ Ottawa and Canada's Capital Region have clearly demonstrated the ability to stage major international sporting events and have built a reputation for delivering an unparalleled experience for all rights holders, participants, sponsors, spectators and volunteers.
- ▶ Recent examples of Ottawa's success include the 2012 NHL All-Star Weekend, 2009 IIHF World Junior Hockey Championships and the 2007 FIFA U20 World Cup Canada.
- ▶ ITU and TrojanOne are well positioned to leverage Ottawa's major event experience for the benefit of the World Duathlon Championships.
- ▶ Potential benefits include recruiting key community leaders as part of the host organizing committee, utilizing made-in-Ottawa knowledge and experience with respect to transportation, accommodations, ticket operations and venue management, and tapping into the large pool of community volunteers who have been such a big part of the success of recent events.



Ottawa: A World Class Stage

Why Ottawa?

The rationale behind selecting Ottawa to host the 2013 World Duathlon championships is very compelling. Ottawa provides ITU with an opportunity to present the world's premier athletes in Canada's Capital.

Hosting the events in Ottawa offers ITU a number of unique benefits, including:

- ▶ Ottawa is Canada's capital city and contains a variety of amenities commensurate with what one would expect in a capital city, a destination promoted annually on a worldwide scale
- ▶ Ottawa is home to the Parliament and the Prime Minister of Canada, which gives the city a certain level of prestige in terms of tourist visitors to the capital
- ▶ Ottawa is home to over 126 embassies and consulates which would provide “added value” for the athletes and delegations when they arrive in the nation's capital
- ▶ Ottawa is an international tourist destination
- ▶ Ottawa is one of the most progressive bilingual cities in Canada and is located on the border with Quebec, geographically placed between Canada's two largest cities - Montreal and Toronto
- ▶ Ottawa has a history of staging major national and international events, many of which were proclaimed to be “best ever”
- ▶ Ottawa-Gatineau is host of the National Capital Marathon, one of the largest and most successful race events in North America



Ottawa Tourism Services

For the duration of the World Duathlon Championships, an Ottawa Tourism staff member will be devoted to ITU and TrojanOne to ensure that all aspects of the event planning and organizing are seamless from start to finish. Ottawa Tourism will work with you on building a custom and creative solution guaranteed to bring your event to life. We have all the right connections, including Destination Management Companies and industry specialists, which have the expertise required to provide all the professional assistance necessary to ensure that the event is not only a success but is enjoyed by all the in town and out of town visitors.

To enhance your event:

- ▶ Welcome signage (upon request and availability).
- ▶ Information Desk – Ottawa Tourism staff member and brochures present during your main registration hours (upon request and availability).
- ▶ Access to the Athlete Insider Badge, offering discounts to various attractions, restaurants and tours in the National Capital Region. Exclusive offer for Ottawa Tourism accounts.
- ▶ Ottawa Tourism to assist with a Spousal Program
- ▶ Ottawa Tourism LIVE at your preceding event (upon request). Various services available.
- ▶ Ottawa Tourism to provide a customized event calendar for the participants and their families highlighting what's happening in Ottawa during their time here.
- ▶ Access to and personal assistance with Meetings Easy, a unique web-based tool that helps you organize your event, and request and receive proposals from an entire base of hotels and industry suppliers at any time during your planning process.
- ▶ Assistance with social media initiatives.
- ▶ Ottawa Tourism will also work with ITU and TrojanOne to develop a pageantry program incorporating elements such as street pole banners and public bus advertisements to help promote the event to Ottawa residents. All banner hardware will be supplied by the City of Ottawa at no cost.



Logistics

Event Day

TrojanOne proposes hosting the 2013 ITU Duathlon World Championships on August 10th and 11th of 2013. There are no other competing events happening in Ottawa that weekend and August is a slower month for respective parties hosting Tri and Duathlons

In order to make the event a success and to drive participation, TrojanOne along with Ottawa Tourism and the Government of Ontario will develop a memorable duathlon through a variety of consumer touch points

- ▶ Runners Expo with Guest Speakers and a variety of Sponsored Booths
- ▶ Offer Race kits and Pasta dinner to all athletes
- ▶ Provide entertainment along the route to help motivate and cheer participants
- ▶ Awards Ceremony
- ▶ Post Event Party



Course

Worlds

DUATHLON WORLDS - 10km Run, 40km Bike, 5km Run

All participants would start along Wellington Street in front of Parliament Hill. We would work with the City of Ottawa to close streets in order to have a mass start with all participants.

Opening Run - 10 km

- ▶ Racers would travel along Wellington Street in front of Parliament Hill
- ▶ The 10km course would then loop around Parliament Hill challenging participants to climb stairs/hill, cross bridges into Quebec
- ▶ Athletes would then run along the Ottawa river and cross another bridge back to Ottawa
- ▶ The race would lead participants up and down the Rideau Canal
- ▶ Transition area is at City Hall (corner of Laurier/Canal)

Bike - 40 km

- ▶ Criterium style downtown for both courses in city streets and participants would do an out-and-back along the Ottawa River Parkway to add complete the longer distance
- ▶ Return to same transition area

Closing Run 5 km

- ▶ Same as first loop as opening run
- ▶ Return to same transition area

Course

Sprint

DUATHLON SPRINT - 5km Run, 20km Bike, 2.5km Run

All participants would start along Wellington Street in front of Parliament Hill. We would work with the City of Ottawa to close streets in order to have a mass start with all participants.

Opening Run - 5 km

- ▶ Racers would travel along Wellington Street in front of Parliament Hill
- ▶ The 10km course would then loop around Parliament Hill challenging participants to climb stairs/hill, cross bridges into Quebec
- ▶ Athletes would then run along the Ottawa river and cross another bridge back to Ottawa
- ▶ The race would lead participants up and down the Rideau Canal
- ▶ Transition area is at City Hall (corner of Laurier/Canal)

Bike - 20 km

- ▶ Criterium style downtown for both courses in city streets and participants would do an out-and-back along the Ottawa River Parkway to add complete the longer distance
- ▶ Return to same transition area

Closing Run - 2.5 km

- ▶ Criterium style downtown for both courses in city streets and participants would do an out-and-back along the Ottawa River Parkway to add complete the longer distance
- ▶ Return to same transition area

Course

Open / Citizen Race

DUATHLON SPRINT - 5km Run, 20km Bike, 2.5km Run

All participants would start along Wellington Street in front of Parliament Hill. We would work with the City of Ottawa to close streets in order to have a mass start with all participants.

Opening Run - 5 km

- ▶ Racers would travel along Wellington Street in front of Parliament Hill
- ▶ The 10km course would then loop around Parliament Hill challenging participants to climb stairs/hill, cross bridges into Quebec
- ▶ Athletes would then run along the Ottawa river and cross another bridge back to Ottawa
- ▶ The race would lead participants up and down the Rideau Canal
- ▶ Transition area is at City Hall (corner of Laurier/Canal)

Bike - 20 km

- ▶ Criterium style downtown for both courses in city streets and participants would do an out-and-back along the Ottawa River Parkway to add complete the longer distance
- ▶ Return to same transition area

Closing Run - 2.5 km

- ▶ Criterium style downtown for both courses in city streets and participants would do an out-and-back along the Ottawa River Parkway to add complete the longer distance
- ▶ Return to same transition area



Budget

Budget

Revenue	Forecast	Notes
Sponsorship - Cash	\$25,000.00	
Sponsorship - Inkind	\$10,000.00	
Tourism Ottawa	\$75,000.00	
National Teams Entry Fee	\$125,000.00	Estimated 500 Participants
Entrance Fee	\$17,000.00	Estimated 700 Participants
Merchandise	\$0.00	
Miscellaneous	\$0.00	
TOTAL	\$252,000.00	

July 12, 2012

Mark Harrison, President
TrojanOne
10 Alcom Avenue, Suite 101
Toronto, ON M4V 3A9

Dear Mark:

It is a privilege for me, on behalf of Ottawa Tourism and our industry partners, to submit this letter of support for Ottawa to host the 2013 ITU World Duathlon Championships.

Ottawa is unique among Canadian cities and G8 capitals, a place of surprising contrasts and extraordinary experiences. Ottawa is a city rich in cultural attractions, landmark capital sites, history, and first-class facilities offering everything you would expect to find in a world-class capital city.

The World Duathlon Championships will showcase elite duathletes from Canada and around the world, and provide considerable tourism impact and media visibility for the City of Ottawa. As such, Ottawa Tourism and our partners would like to support the bid through a \$75,000 cash contribution to TrojanOne to promote and manage the event.

Of the countless events held in Ottawa each year, many set records for attendance and satisfaction. We are proud to host the many international, national and provincial sporting events, meetings and conferences and more than 40 major festivals and countless smaller scale events each year.

Best wishes for success and we look forward to working with TrojanOne as hosts for the 2013 ITU World Duathlon Championships.

Yours sincerely,



Noel Buckley
President & CEO



July 17, 2012

Noel Buckley
President & CEO
Ottawa Tourism
130 Albert Street
Suite 1800
Ottawa, ON
K1P 5G4

Dear Noel:

A sincere thanks to you and your team for your expressed support of TrojanOne and our bid to host the 2013 ITU World Quathlon Championships in Ottawa in August 2013.

With more than 50 full-time staff, TrojanOne is a full service agency with considerable experience in event management, sponsorship and marketing, with supporting competencies in public relations, creative, digital studio, and activation. Please rest assured that all of the resources of TrojanOne will be engaged to make the 2013 World Championships in Ottawa a resounding success led by a professional team.

As I know your colleague Daniel Cox has expressed to you, we are not planning a one time event but see this as the launch of an annual high-profile, urban event in Ottawa that will become part of the annual calendar leading to a peak in 2017 as we will celebrate Canada's 150th anniversary together.

Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Harrison".

Mark Harrison
President, TrojanOne

Budget

Race/Office/Equipment	Forecast	Description
Office Supplies	\$1,000.00	
ITU Sanction Fee	\$22,500.00	\$20,000 US
Office - Rental	\$12,000.00	Share with TrojanOne Ottawa Office
Race Equipment Purchase - Bike Racks	\$25,000.00	In-Kind or Partnership Possible
Race Equipment Purchase - Run	\$10,000.00	In-Kind or Partnership Possible
Race Equipment Purchase - Transitions	\$5,000.00	In-Kind or Partnership Possible
Storage - Equipment/Supplies	\$25,000.00	One Time Construction of garage
Insurance - Race Participants	\$0.00	Converted by ITU
Insurance - World Champs	\$0.00	Converted by ITU
Police/Road Closures	\$50,000.00	Potential for Partnership
Port-a-johns	\$1,200.00	
TOTAL	\$151,700	100,300

Budget

Human Resources	Forecast	Description
Race Director	\$15,000.00	Contracted Professional Technical Director
Race Administrator	\$15,000.00	Contracted Administrator
Interns (3)	\$9,600.00	Event Ops, Marketing Support, Sponsor Evaluations
TrojanOne Staff Time	\$20,000.00	Full Marketing Support
Photographer/Videographer	\$1,000.00	
Volunteer Expenses	\$5,000.00	Coordination, recognition etc.
Medical	\$500.00	ITU to send Medical Delegate
Security	\$2,000.00	Race Day Security
TOTAL	\$68,100.00	

Budget

Marketing/Athlete Expenses	Forecast	Description
U23 Athlete Travel/Promotion	\$3,500.00	
Food & Beverage	\$3,500.00	Based on 700 Participants
Gifts to Participants	\$2,100.00	Based on 700 Participants
A/V	\$800.00	Possible In-Kind
Banquet	\$1,000.00	Additional cost born/participant
Advertising, PR, Mail	\$5,000.00	
Sponsor Servicing/Evaluation	\$2,000.00	
Tents	\$5,000.00	Rental or Purchase
Communications	\$4,000.00	
Contingency	\$5,000.00	
TOTAL	\$31,900.00	

Overall forecast of revenue-expenses: \$300 (break-even)



The Event Team

Event Team



Mark Harrison

President & CEO
TrojanOne

Project Role: Executive Leadership

TrojanOne founder Mark has over 20 years of experience in sponsorship and brand activation. Passionate about cause marketing, events and promotion, Mark has an MBA in Entrepreneurship and Strategic Marketing.

Mark has been instrumental in consulting for clients such as the Canadian Paralympic Committee, Youth Science Canada, ParticipACTION and Ontario Place. A strong proponent of lifelong learning and teaching, Mark seeks to share his expertise and experience both nationally and internationally. Mark is a seasoned speaker, including speaking at the Association of Fundraising Professionals Annual Congress, the Canadian Promotional Marketing Conference, the CSTA Sport Events Congress, the Calgary Stampede Sponsorship Summit, the CFL Sponsorship Summit, the IEG Sponsorship Conference and the Understanding Youth Conference.



Norm O'Reilly

Senior Advisor,
Consulting Group
TrojanOne

Project Role: Race Chair

Recognized internationally as a leading voice in sponsorship strategy, Dr. Norm O'Reilly is a key member of the TrojanOne team on many projects. Author of two books, over 40 business journal articles and more than 75 conference presentations, Norm is currently an educator at the University of Ottawa.

Norm brings substantial experience of Triathlons and Duathlons have being both a participant and organizer. Norm is a former Board Member and Director of High Performance of Triathlon Canada; Event Manager of the 2000 and 2001 ITU World Cups in Toronto; Norm has also lead two Canadian Duathlons as the National Team Manager and he also acted as Race Organizer for the 2002 Canadian Long Distance Triathlon Championships. Not only has Norm been behind the scenes of many Duathlons but he has also competed at 5 age-group world championships.

Norm also acts as the North American editor of the Journal of Sponsorship, and is lead author of the Canadian Sponsorship Landscape Study, a key source of data and information for the sponsorship and marketing industries. Norm remains the associate director of the Institute for Sport Marketing (ISM), a vibrant research centre at Laurentian University.

Event Team

Mark Runions

Analyst, Consulting Group



Project Role:
Business
Development
Management

High performance sport has been a part of Mark's life for as long as he can remember. Having competed as an elite athlete for a number of years, Mark's competitive nature lead him to a career in sport. Prior to joining TrojanOne, Mark spent time with Accenture Canada as a Health Advisor and as a Deputy Venue Manager with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Games.

Mark is a performance driven leader with strong strategic planning and implementation skills. His excellent communication skills coupled with a solid foundation in the operational and logistical expertise required to manage large scale events.

Since joining TrojanOne, Mark has distinguished himself with adaptability and flexibility, his excellent time management and organizational skills, and his ability to build new client relationships.

Kristyn Turner

Coordinator, Consumer Engagement



Project Role: Event
Manager

Kristyn joined the TrojanOne team after graduating from the Sports and Event Marketing program at George Brown College. Kristyn made an instant impact to the TrojanOne office and has quickly proven herself a planning and execution ace.

Kristyn has tackled a number of multi-faceted activations for a variety of TrojanOne clients including Ontario Lottery and Gaming Corporation, Cineplex, Nike and Mattel. As Coordinator of Consumer Engagement, Kristyn acts as the executional point-person to ensure all program elements are on-point. Kristyn's natural creative spirit, innovative thinking and ability to solve problems quickly helps her to bring each activation to life. When not managing programs for TrojanOne, Kristyn can be found training for her half marathons and spending time in northern Ontario.

Elisa Beselt

Senior Analyst, Consulting Group



Project Role:
Administrative
Manager

With a Master of Human Kinetics degree with a specialization in sport management from the University of Ottawa, Elisa brings a strong base of research, analysis and strategy development to the Consulting Group.

Elisa is an invaluable component of the Consulting group's largest projects, including the sponsorship analysis and strategy development for Speed Skating Canada as well as analyzing and presenting the findings of the most recent edition of the Canadian Sponsorship Landscape Study. Prior to joining **TrojanOne**, Elisa worked with Skate Canada analyzing and reporting on the economic impact of various domestic and international figure skating events as well as developing event hosting guides for local organizing committees

Event Team

In addition to the TrojanOne team members, the Core Team will include **Darrell Cox** who is Manager of Major Events at Ottawa Tourism.

A variety of other team members will be engaged if the Bid is accepted to help execute a flawless World Championship Duathlon experience, including.

Race Director

- ▶ A seasoned professional will be engaged. He or she will be responsible for making race arrangements, announcing and publicizing the race, managing the race on race day, publishing the results afterward

Event Manager

- ▶ An experienced event manager will be hired to manage logistics in support of the Race Chair.

Race Coordinators (four positions)

- ▶ Responsible for coordinating all event day logistics prior to event day as well as assisting Race Director with race day deliverables and Event Manager with planning.

Volunteer Coordinator

- ▶ Responsible for coordinating all volunteers involved with race day including roles, responsibilities and creating volunteer expectations

Race Oversight Committee

- ▶ A team of Ottawa based volunteers will be put in place to help support the event staff

TrojanOne Expertise

As an integrated marketing agency TrojanOne offers a variety of different expertise that will be leveraged in order to create a well rounded World Duathlon Championship

Digital Services

- ▶ Responsible for managing online content including race website, registration and online communication with participants

Creative Services

- ▶ Responsible for developing creative assets for all elements as well as developing a consistent and cohesive theme among all elements

TrojanOne Partnership Marketing

- ▶ As part of TrojanOne, T1 Partnerships will be responsible for gaining sponsors for the 2013 World Duathlon Championship and making sure all sponsors align with the goals and vision of ITU, Triathlon Canada, TrojanOne and Ottawa Tourism

Consumer Engagement

- ▶ Event execution experts will help leverage years of event experience to develop a flawless execution



Request and Condition

Request and Condition

By submitting this document, TrojanOne is requesting the right to host the 2013 ITU World Duathlon Championships in all forms, except for elite men and elite women.

TrojanOne is confirming it will pay the US\$20,000 sanction fee if the following two conditions are agreed to.

1. ITU will confirm with TrojanOne by Friday, July 20th, 2012 if they are awarded the event to allow for promotion at the 2012 Canadian Duathlon Championships in Toronto on July 21st and 22nd, 2012.
2. If less than 500 age-group competitors compete in the 2013 World Championships in Ottawa, ITU will reduce the sanction fee to US\$5,000.

Thank You!



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