From: **bill johnson** billej2@gmail.com
Subject: Partnership proposal request
Date: January 5, 2026 at 4:30 PM
To: vicepresident@tennessee.usatf.org, USATF Tennessee President president@tennessee.usatf.org, USATF Tennessee Secretary secretary@tennessee.usatf.org
Cc: bill Johnson billej2@gmail.com

MEMORANDUM
To: USATF–Tennessee Executive Committee
From: Bil Johnson Vice President, USATF–Tennessee
Date: January 5, 2026
Subject: Proposed Event Partnerships, Marketing & Engagement Strategy, and Membership Recruitment Giveaways (Excluding Region 6 Hosting Costs)

Purpose
This memorandum outlines recommended event partnerships, marketing and engagement collaborations, and membership recruitment giveaways (enticements) for early 2026. The recommendations are based on the attached partnership notes and merchandising documents and are designed to increase USATF-TN visibility, deliver value to meet organizers, and drive membership growth and engagement.
Per guidance, all costs related to hosting the Region 6 Championships have been excluded.

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1. Proposed Event Partnerships (Non-Hosting)

USATF-TN will support selected indoor and outdoor events through sanction fee reimbursement, branding, and on-site engagement (logo presence, tables, and merch distribution and sales).
Target Events
Indoor
• KYA High School Indoor Championships (February 8, 2026, TBD – Chris Kane)
Outdoor
• Great 8 (Mike Hamm)
• Toad Distance Meet (Billy Cvecko)
• Music City Pro Meet (Dave Milner)
• Ed Murphy Pro Meet (confirmed)
LDR (Road Race) 5K, 10K, Half, Full
East TN Race
Mid TN race
South TN race
West TN race

Fall XC

Fall XC
Elementary/youth XC Championship (Knoxville)
Middle School XC Championships (Knoxville)
Support includes USATF-TN logo placement, table presence, and distribution of approved giveaways.

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2. Cost Summary by Category
   (Region 6 hosting expenses excluded)

A. Event Sanction Fee Reimbursements
Event: KYA HS Indoor Championships
Estimated entries: ~2,000
Estimated fee: $1,158
Event: Great 8 (Outdoor)
Estimated entries: ~432
Estimated fee: $325
Event: Toad Distance (Outdoor)
Estimated entries: ~432
Estimated fee: $325
Event: Music City Pro Meet
Estimated entries: ~432
Estimated fee: $325
Event: Ed Murphy Pro Meet
Estimated entries: ~432
Estimated fee: $325
Total estimated sanction fees: $2,458

B. Partnership Investment Commitments
Indoor partnership (KYA): $3,000 – $5,000
Outdoor partnerships (4 meets): $4,000 – $6,000
Total partnership investment range: $7,000 – $11,000
These investments cover sanction support, branding rights, and member-facing engagement.

C. Membership Recruitment & Engagement Giveaways
Drawstring backpacks (blue with white logo)
Quantity: 1,000
Unit cost: $1.03
Estimated total: $1,030
Water bottles (28 oz, BPA-free)
Quantity: 1,000
Unit cost: ~$1.16–$1.46

Estimated total: ~$1,160 – $1,460
T-shirts (youth and adult mix)
Quantity: 1,500
Unit cost: ~$4.00–$5.79
Estimated total: ~$6,000 – $8,658
Painter hats (paper)
Quantity: TBD
Unit cost: ~$1.00
Estimated total: TBD
Silicone keychain wristbands
Quantity: 1,000
Unit cost: $0.29
Estimated total: $290
Estimated giveaway subtotal: approximately $8,480 – $11,400
Primary audiences include youth athletes, LDR participants, first-time competitors, and prospective members.

D. Branding & Visibility Assets
Vinyl banners (4 ft x 10 ft; white, red, blue backgrounds)
Quantity: 3
Estimated cost: ~$560
Folding table
Quantity: 1
Estimated cost: $40
Chairs
Quantity: 3
Estimated cost: $50
Branding/equipment subtotal: approximately $650

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3. Recommended Initial Merchandise Purchase (Immediate Action)

To maximize value and ensure inventory availability for early February events, the following actions are recommended:
T-Shirts – Order Immediately
Take advantage of current 100-shirt package specials:
• MerchConnect – 100 shirts at $4.00 each (XL/XXL)
• UltraPress – 100 shirts at $3.95 each (Large)
• Coastland Print Co – 100 shirts for $399 (Medium)
• 5 Boys Apparel – 100 shirts for $399 (Small)
Initial order recommendation: 400 shirts (mixed sizes)
Estimated cost: approximately $1,600
This provides flexibility for podium use, youth distribution, and early-season

This provides flexibility for podium size, youth distribution, and early-season membership incentives.
Drawstring Backpacks & Banners – Order ASAP
Drawstring backpacks (1,000 units) and vinyl banners (3 units) should be ordered immediately to ensure delivery before February 8, ahead of the KYA HS Indoor Championships. These items provide the highest visibility and repeated brand exposure.

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4. Marketing & Engagement Partnerships

Key partners supporting promotion and reach across youth, high school, club, and LDR communities include:
KYA
MileSplit TN
Athletic.net
TN Runner
RunnerSpace TN
RunGuides
Exchange Running Collective
Fleet Feet
Academy Sports
Dick's Sporting Goods
TMSAA
TSSAA
HCA TriStar
Blue Cross Blue Shield
Vanderbilt Hospital
Colleges and University Athletic and Kinesiology departments
Digital channels include Instagram, Facebook, and X using #usatf-tn.

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5. **ACTION ITEM** -Recommendation

I recommend the Executive Committee:

1. Approve the partnership investment range of $6,000 – $9,500
2. Approve an initial merchandise and giveaway budget of approximately $9,000 – $12,000

Authorize partnership investment with KYA – TN Highschool Indoor T&F Championship meet scheduled for Feb 4 at Vanderbilt U (sanction fee reimbursement $1,200, production support $2,300 (**total partnership investment $3,500**)

Authorize immediate ordering of: (**package total $4,650**)
• 400 t-shirts (100-unit vendor packages) ($1,600)

• 1,000 drawstring backpacks ($1,030
• 1000 water bottles ($1,460)
• 3 vinyl banners ($560)
to ensure delivery prior to February 4.
These actions and initial $8,150 investment position USATF-Tennessee to maximize early-season visibility, strengthen event partnerships, and drive meaningful membership growth.

Respectfully submitted,
Bill Johnson, Vice President
USATF–Tennessee

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