

**lululemon Camarillo**

Ventura Marathon

**9-11th September 2016**

# The Vision.

We’re showing up in the community #outletstyle. For all three days we’ll have a booth set up at the expo. Friday & Saturday will be all about interacting with the participants. We’ll have accessories for sale like headbands and water bottles, at our discounted prices, along with bags to pass out to participants inviting them to our shop night happening Sunday evening after the race and after close. Participants also get to sign the tapestry with the words on top challenging them to think: “Why do you run?”

Our enclosure will be wrapped with black matte paper, with two carefully placed shiny off black lululemon logos, to mirror our men’s bags. We’ll have selected sayings from the lululemon run campaign that launched on Instagram such as, “Breathe in and run it out.”

On race day, we’ll have the tapestry hung so that participants can see it as they finish. We will have the athletic training students from Moorpark, Oxnard, and Ventura there to offer complementary stretching after the race. In our bags that we pass out to finishers there’s a small water bottle inside, a healthy granola bar, and a reminder of the special shop night event.

# GOALS

1. We get 40 bold, brave, and crazy runners to join our store team.
2. We get the tapestry ready to go & ready to be inspired upon
3. We get the wrapping for the booth area to create a dynamic center
4. We set up for a mini trunk show the day off with last minute race details
5. We stock the booth all three days with our most passionate educators
6. We have a photographer of the event
7. We have a social media strategy in place
8. We set up for a rewarding shop night experience for participants and their families

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# Facebook.

3 weeks out from event:

* 3 posts per week. 1 about the event & how to sign up | 1 about run gear we currently have in stock | 1 about inspiring to run

2 weeks out from event:

* Following the above format, add 1 more post a week about the event & how to sign up

1 week out from the event:

* Every other day showcase product/ run inspire quote/ event details.

Friday:

* Showcase the booth & let guests know where they can find us at the event. Include race details.

Saturday:

* Keep guests updated on what we’re up to at our booth | Possibly spotlight an inspirational guest or coworker who is running. Include race details.

Sunday:

* Photograph the finished tapestry and let guests know where they can go to look at it.

# Community Boards & Chalkboards

* Change the community board to high-light event details and to let guests know how close we are to our goal of 40 runners. Include details on where to sign up.
* Create a chalkboard design inspired by the flyers Josh gave us and put next to the door (So something similar to the big black chalkboard in the back that we used to have). Create this so DOFI has something to educate on as well.

# Window/ Merch

* Windows the week before→ leading into the event: Run Your Heart Out. Keep all mannis in a run theme attire.
* Merch set up for the shop night: Create another merch plan for Sunday AM, transforming the store into the ultimate run destination to set up the store for the evening shop night. Create destinations for luxtreme bottoms (shorts & pants) and for run accessories, medium impact sports bras, and swiftlys. Merch this same idea into the men’s section.

# Educators

* Encourage and inspire educators to rock awesome education to guests, family, friends, and locals in the community. If they’re inspired and ready to run, so will others.

# Influencers

* Go to our favorite local studios and share the event & our goal.
	+ Studios: Fit Zone, Jai, Corepower, Crossfit boxes, Mavericks Crossfit, etc.
	+ Encourage educators to take the flyers, speak to the goal, and make it happen at their favorite spots to sweat. Even if they only interact with the front desk! They could inspire anyone to run.

# Community Pod

These educators are in my pod. For scheduling I would like to request/ask for two meetings to happen between me & each educator for about 15-20 minutes off floor to check in on their progress on whichever task I have assigned to them. Just during the month of August and one final meetup for the entire group the first week in September so we can nail down any final details.

Cheyenne, Halie, Jake, Jessie, Krista. I would also like to add in for this event: Ash’Lee, Daniel, Carley.

For the team, I have already posted the FB link and post and asked them to reach out with questions. At the August staff meeting I will roll out the influencers/studio part. Since they will be sweating and I want them to speak with authenticity about the event, I don’t need paid time for the entire team to do this.