



2024 Steamboat Marathon Communication Plan

Marketing Communication Plan:

- Posters for the event have been placed in store fronts, corners and local businesses.
- Banner has been scheduled to be hung on Lincoln in May
- Radio spots have been secured with Steamboat Radio
- Advertisement is planned for inclusion in the Steamboat Pilot.
- All social media surrounding the marathon may be found on Instagram @steamboatmarathon
- A VMB with marathon details along RCR 129 will go up no later than May 13, 2024.
- The attached neighbor letter will be delivered to all mailboxes along RCR 129 by May 4, 2024.

Event Day Communications:

- HAM Radio operators and EMS will be at every aid station along the course with radios.
- Each aid station will be in contact with aid station leads and event producer throughout the event via cell phones.
- Main Contact for Event Day: Alexandra Weissner - 480.518.6624
- Public may email marathon@steamboatmarathon.com or call 720.213.6139

Trash Plan from Aid Stations and Start Lines

- All trash from aid stations and start lines will be brought to the Courthouse on Lincoln.
- Official marathon vehicle will be following sag wagon EMS vehicle to pick up mile markers and any additional trash on the course.
- See attached maps for locations of portable toilets. Portable toilets will be delivered on Friday, May 31 and picked by Monday, June 3, 2024.

Road Closure:

- The westbound lanes of Lincoln Avenue will be closed from 5th to 11th streets for the finish line from 6:00 am – 3:00 pm on Sunday, June 4th.
- Both lanes of traffic will be on the eastbound lanes of Lincoln Avenue during the road closure.
- Traffic control will be in place on Routt County Road 129.
- Northbound traffic on 129 will be diverted to the left lane just past the entrance to Elk River Estates and will proceed north to Cullen's corner.
- Southbound traffic on 129 will be diverted at Cullen's Corner onto Routt County Road 44 and then back onto 129 just north of the Bob Adam's Airport.
- From Cullen's Corner north to the start of the Half Marathon near Moon Hill will be one way traffic, controlled by a pilot car leading traffic on the west side of the road.

Event Schedule:

- Set up - Sunday, June 2 - 5:00am - 7:30am
- Event 7:30am - 1pm
- Breakdown 1pm - 3pm

