



## SBT GRVL 2025 COMMUNICATION PLANS

Timing	Channel	Audience	Content/Description
September 24-26	Social Media, website, Instagram stories and Facebook post announcement	SBT GRVL Audience	SBT GRVL will announce location and time for the permit open house meeting per our agreement with Routt County commissioners.
September 24-October 8	Steamboat Radio	Routt County Residents	SBT GRVL will feature radio ads with location and time for permit open house per our agreement with Routt County commissioners.
September 24-October 8	Setamboat Pilot	Routt County Residents	SBT GRVL will feature a printed ad with the location and time for the permit open house meeting per our agreement with Routt County commissioners.
October 10-30	Social Media, website, Instagram stories and Facebook post announcement	SBT GRVL Audience	SBT GRVL to share details of new event format, dates, and outcome from permit hearing and begin promoting/marketing 2025 event
December 1-8	Social Media, website, Instagram stories and Facebook post announcement	SBT GRVL Audience	Open registration for 2025 event
January	Steamboat Pilot	Local residents	Amy Charity letter to the editor thanking community for welcoming back SBT GRVL and what to expect in June
February 26	Direct mailer to rural residents	On-course residents	SBT GRVL to write a letter to all residents who live on the 2025 ride/race courses to spell out logistics, dates, information about how the event has changed to prioritize safety, liability, and stewardship.
February-March	Rural community information sessions	Local residents	SBT GRVL to host an information session to provide information on the 2025 event, key race updates, and have an open discussion about the race and how we can work together and two for Hayden specifically to talk through what to expect for race day.
March 11	SBT GRVL Social Media	SBT GRVL Audience	Crowdsourced a new design for our SBT GRVL 2025 sock (which will be made by Points here in Steamboat) to our riders and audience in general. The theme of the sock was to highlight the increased partnership and alliance between recreation and agriculture. \$1 of every pair of socks sold will go back to our Routt County 4H Scholarship Fund.
March 18	Hayden Fair Sponsorship	Local residents	Communicate local financial contributions of SBT GRVL, 4H Scholarship Fund partnership and highlighting \$130K has been donated to non-profits since 2019 and also include sock/ad artwork as appropriate to the channel and message
March 27	Notification sent via email	Residents on Yampa Street	SBT GRVL will send a letter to all Yampa Street residents to notify them of our event, time of road closures, what to expect, and how to reach us
April	Email Newsletter	Routt County Residents	Sponsor Yampatika's annual fundraiser, The Edible Feast and connect with local farms/ranches
April 10	Email Newsletter	Local downtown businesses	In conjunction with Mainstreet Steamboat, we send a monthly newsletter to all local small business owners to notify them of the race, what to expect, and important announcements
April 30	Notification sent via email	Residents on Yampa Street	Our second notification that goes out to all Yampa Street residents that notifies them of our event, time of road closures, what to expect, and how to reach us
May 1	SBT GRVL Email Newsletter	All registered riders	Reminder of Oaths and rider expectations
May 7	Local Email Newsletter	Local downtown businesses who are subscribed to SBT GRVL emails	In conjunction with Mainstreet Steamboat, we send a monthly newsletter to all local small business owners to notify them of the race, what to expect, and important announcements
May 23	Direct mailer to rural residents	All on course residents	The first of two direct mailers that we will send to all on course residents letting them know of the race and the dates, key information, what to expect, and how to reach us with questions
May 28	Local Email Newsletter	All members of Routt County 4H families	Key information, important announcements, and contact information are sent to all 4H families
June 3	SBT GRVL Email Newsletter	All registered SBT GRVL riders	Detailed Oath reminder, course details and logistics

June 1-14	In person visits	All on course residents	Attempt visits to all on course residents with what to expect during the event weekend
June 6th and June 7th	Flyer/poster distribution throughout downtown	Local downtown businesses who are subscribed to SBT GRVL emails	We will have a flyer or poster to highlight announcing that the race is happening in a few weeks, key information, notice of more people coming into town, our schedule of events, and contact information
June 6th and June 7th	Flyer/poster distribution around local organizations	Various local ranching/aggr/rural organizations throughout Steamboat Springs, Oak Creek, Hayden	We will have a flyer or poster to highlight announcing that the race is happening in a few weeks, key information, notice of more people coming into town, our schedule of events, and contact information
June 13	Chamber Newsletter Email	All Chamber of Commerce Email Subscribers	The Chamber of Commerce will feature SBT GRVL in their newsletter to let the community and their mailing list know about our event (key information, announcements, and contact info)
June 6, June 13, June 20	Steamboat Radio	All listeners of Steamboat Radio	Work with Shannon Lukens to feature ads throughout June, announcing the race, having Greer and Amy do interviews, give people a heads up, and give a way to reach us
June 13	Local Small Business Email Newsletter	Local downtown businesses who are subscribed to SBT GRVL emails	In conjunction with Mainstreet Steamboat, we send a monthly newsletter to all local small business owners to notify them of the race, what to expect, and important announcements
June 13	Direct mailer to rural residents	All on course residents	The second of two direct mailers that we will send to all on course residents letting them know of the race and the dates, key information, what to expect, and how to reach us with questions
June 14	Hayden Information session	Local Hayden residents	Inform residents on what to expect around Hayden on race day, logistics and where to spectate
June 16	Yampa Neighbor Notifications - Email	Residents on Yampa Street	Our final letter that goes out to all Yampa Street residents that notifies them of our event, time of road closures, what to expect, and how to reach us
June	Banner on Lincoln Street	Anyone who drives up and down Lincoln	A banner will be hung going over Lincoln Avenue to announce/highlight the race is coming and key dates
June 18-20	3'x3' orange notification signs on Routt County Roads	Drivers, cyclists, and pedestrians who are utilizing Routt County Roads	Signage says in large letters: Cyclists on Road, Rides 8/14-8/17, Race 8/18, SBTGRVL.COM
June 20	Pilot Happenings Mention	Local, regional, and national subscribers to the Steamboat Pilot Newspaper	One week out we will plan on doing a free 'Happenings' ad in the Pilot to announce the race
June 20	Final Reminder to Local Businesses - Email	Local downtown businesses who are subscribed to SBT GRVL emails	This will be our final reminder/email to local businesses to give them a heads up of the race, what they can expect, and how to reach us
June 23	SBT GRVL email/social	SBT GRVL audience	GRVL Oaths reminder and consequences of violations, detailed event week logistics
June 25	Routt County lighted message boards out on SR 40	Drivers, cyclists, and pedestrians who are utilizing Routt County Roads	Rented from Routt County--exact location to be agreed upon with Routt Co Road and Bridge
June 26-29	SBT GRVL Event Weekend	SBT GRVL Audience and Local residents	Event takes place in Steamboat/Hayden
July 1	Letter to the Editor	Routt County Residents	A letter to the editor thanking the community for the support
July 2	1/2 page thank you ad in the Pilot	Routt County Residents	A printed thank you ad acknowledging the community and message from the SBT GRVL team
Week of July 4	Steamboat Radio Ads - thank you to the community	Routt County Residents	Thank you radio ads to the community
Early July	Post event recap meeting	Local residents and stakeholders	Recap meetings for the 2025 event with city, county, and residents