

- EVOLVE BRANDING
- EFFECTIVE MEDIA/PR
- ONLINE INTERACTIVE
- PLAN EVENTS
- PARTNER & PROMOTE
- COMPELLING WRITING & DESIGN
- MARKET RESEARCH
- ACTIVATE GUERILLA
- DRIVE FUNDRAISING
- RALLY CAUSES
- EFFICIENT AD BUYING

# CASE STUDY

## Larry H. Miller Tour of Utah

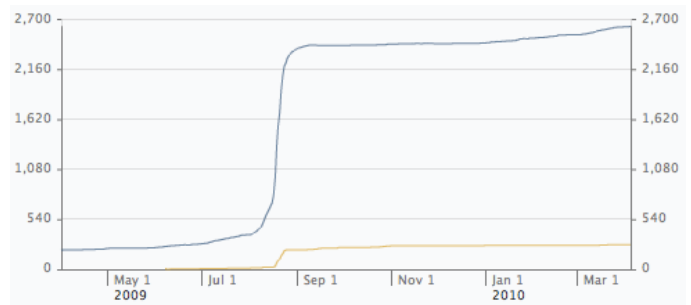
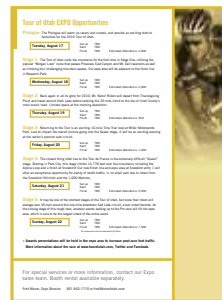
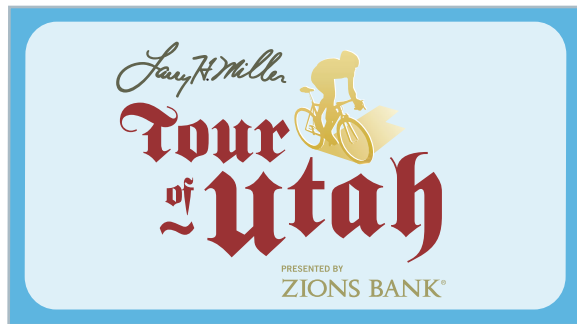
### Overview

In 2008, the Tour of Utah sought to dramatically amplify its public presence and brand quality. We started working with them on marketing materials and online marketing, creating an atmospheric venue of grand proportion to promote the six-day event as one of the public events of the year. By 2009 the Tour had gotten what it wanted: crowds in the tens of thousands, and over 65,000 unique visitors to the website.

Through the creation of dynamic interactivity portals on the website, we created and sustained an online community greater than the Tour of Missouri and Tour of California (by far the two largest, most established professional cycling races in the country) combined. This race was also our first - and a rather successful first - foray into the realm of what we term Interactivity for Live Events, whereby we provided live event coverage through a website, Twitter feed, Facebook page, YouTube videos, and an iPhone application simultaneously.

### Testimonial

"The organizers of the Tour of Utah were very smart and they have surely outlined the template of the future for other cycling events with their strategic use of social media, mainly Twitter, Facebook and an iPhone app that was updated daily with race results, stage maps and general race information, like team rosters, stage details and of course news from the many Twitter users that were posting 140 character updates almost every moment during the stages. Fans by the thousands became "friends" of the Tour of Utah on Facebook as well as following on Twitter.... Videos from fans, as well as Tour officials, were posted on the website daily further increasing the amount of eyeballs watching the race.... If you were living in Utah, specifically the Salt Lake City area, you knew the Larry H. Miller bike race was in town."  
 - ROAD Magazine, Nov. 2009



**About Foursight Partners**  
 Inspired by the belief that solid experience working in our clients' industries is indispensable to outstanding, sustainable results, the capabilities of Foursight Partners span the full spectrum of communications services in the arts, government relations, the nonprofit world, and business in Utah. With three seasoned principals, our firm provides distinctive, comprehensive solutions to organizations that want their money to be well spent and results to speak for themselves.

Foursight Partners was formed in 2009 by Patrick Commiskey, Patrick Thronson and Crystal Young-Otterstrom.

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