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BOSTON
BOSTON 2024



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2024

PERSONAL BID BOOK

JAKE DUHAIME



AN INTRODUCTION

A LETTER FROM THE DESK OF JAKE DUHAIME

To Mr. Fish, Mr. Davey and all of my friends at Boston 2024,

The following pages are a 'Personal Bid Book' regarding my candidacy to join Boston's 2024 Olympic and Paralympic team on a full-time basis.

This dream started years ago, the work of a grass roots movement by young professionals in the Boston area. I am proud to say that I've been involved since the very beginning.

But this journey is about far more than a sporting event.

I am writing you because this is the only thing I have ever wanted. This is a dream that I have been chasing since Atlanta, following the flame to Salt Lake, Athens, Torino, Vancouver, London and Sochi. I spent the 2014 Games between the USA House, working alongside everyone of importance from the USOC, and at the Bolshoy Ice Dome, assisting the greatest collection of hockey talent on the planet.

The journey has included several Boston Marathons, including many days asking Guy Morse and Gloria Ratti about their role in Boston's 2008 feasibility study. It has sent me to Colorado Springs, turning the Olympic Training Center into a home. It has meant many sleepless nights, writing stories for the International Paralympic Committee, and allowed me to forge friendships with the likes of Angela Ruggiero, who in addition to being a four-time Olympian, is an IOC member.

How committed am I to making this dream a reality?

There are six-figure finances set aside from now until decision day in 2017 to financially support myself now that the mission is in full-fledged 'go' mode. We are one decision away from this impossible dream becoming reality, but I must protect myself before leaving a fantastic job on a whim without the proper protocol.

Over the next 30 months, Boston 2024 will need a few good men and women who understand the city's ability to unite the youth of the world every fall. You need passionate individuals who represent the spirit of 'modern' Boston, while staying true to its historic roots.. You will covet those who put the innovation in the Innovation District, can speak to the culture of the North End and set the scenic beauty of Boston Common on a warm summer's day for broadcast crews across the world.

Most importantly, you need people who believe, like I do, that this is why God put them here. This is my mission. It is my destiny. There is a quiet, self-assured confidence knowing that this is what I was supposed to do.

Please reach out to me at 617-285-8087 and let me know how I can contribute.

Let's make all of our Olympic dreams come true.

Best,

Jake Duhaime

sochi.ru
2014 



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THEY SAID IT

“I STILL REMEMBER THE FIRST TIME WE MET (IN 2008).
YOU SAID YOUR DREAM WAS TO GET THE OLYMPICS HERE.”

CHRISTIAN MEGLIOLA - DIRECTOR OF PR / SOCIAL STRATEGY - CONNOLLY PARTNERS



2013-Present: Reporter for the International Paralympic Committee

2014: Olympic News Service for Ice Hockey

2014: USA House Sochi

2012: USA House London

2010: Reporter for FOX Sports in Vancouver

2010: Reporter for the Boston Herald in Vancouver

2008: Press Relations for the U.S. Olympic Team Trials - Women's Marathon

2006: Production Assistant for ESPN in Torino

2005: Media Relations Intern for U.S. Figure Skating

Professional Experience

2015-Present: Marketing Director, Events & Publicity - Thuzio (New York, New York)

2013-2014: Marketing Manager - Thuzio (New York, New York)

2010-2012: Social Networking Manager - Detroit Red Wings (Detroit, Michigan)

2009-2010: Marketing Coordinator - Stratton Mountain Resort (Stratton, Vermont)

2008-2009: Media, Marketing & Events - Boston Marathon (Boston, Massachusetts)

Education

Emerson College (Boston, Massachusetts)
B.S. in Broadcast Journalism, May 2008
Dean's List - Fall 2007, Spring 2008





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THEY SAID IT
"JAKE'S CV IS VERY IMPRESSIVE. QUITE AN ACHIEVEMENT
MOST OF IT HAS BEEN VOLUNTARY"

ROBERT ROXBURGH - HEAD OF OLYMPIC GAMES COMMUNICATIONS - IOC

- Work with 3,000+ professional athletes (and their representation) to market B2B and B2C appearance bookings, brand activation and campaign opportunities.
- As a one-man department, drove a \$373,000 increase in revenue directly attributed to marketing related activity in 2014.
- Instituted a sales pipeline strategy aimed at major brands who invest in sports, generating new revenue streams and clients like Coca-Cola and Intersport.
- Strategically assist in the construction and execution of Thuzio's Executive Club, a series of high-end events that connect New York City, Chicago, Philadelphia, Los Angeles and San Francisco's top business minds. This included point-person responsibilities for 55+ events in 2014.



- Conceived marketing and sponsorship opportunities that doubled the organization's digital revenue from 2010-2012. Under my leadership, the Red Wings were the first team in the National Hockey League to sell social-based sponsorship packages.
- Built the largest social network in the National Hockey League with over 1.5 million digital touchpoints through Facebook, Twitter, Pinterest, Instagram, blogs, YouTube and more. The Red Wings social networking platforms are worth an estimated \$5.4 million according to statistics used by AdWeek and Vitruve.
- DTE's Light The Lamp program and AT&T's Flash Ticket Giveaways set industry standards for how to engage a sports sponsorship on digital media, winning awards and generating media coverage (Sports Business Journal, Click-Z) for both the client and club.



Detroit Red Wings
The Official Site of the 11-Time Champions presented by 

TICKETS TEAM SCHEDULE STATS NEWS MULTIMEDIA FAN CENTRAL CO

STAY CONNECTED
Stay Connected to the Detroit Red Wings

NEWS

Wings and DTE Energy join forces for innovative "Light the Lamp" program

Scoring means savings as energy efficiency initiative is launched

Thursday, 10.06.2011 / 12:45 PM / News
Detroit Red Wings

Like Share 11 +1 Tweet 2 E-mail

The Red Wings scored 261 goals last season. That was the second most in the National Hockey League.

And the team hopes to improve upon that total in 2011-12.

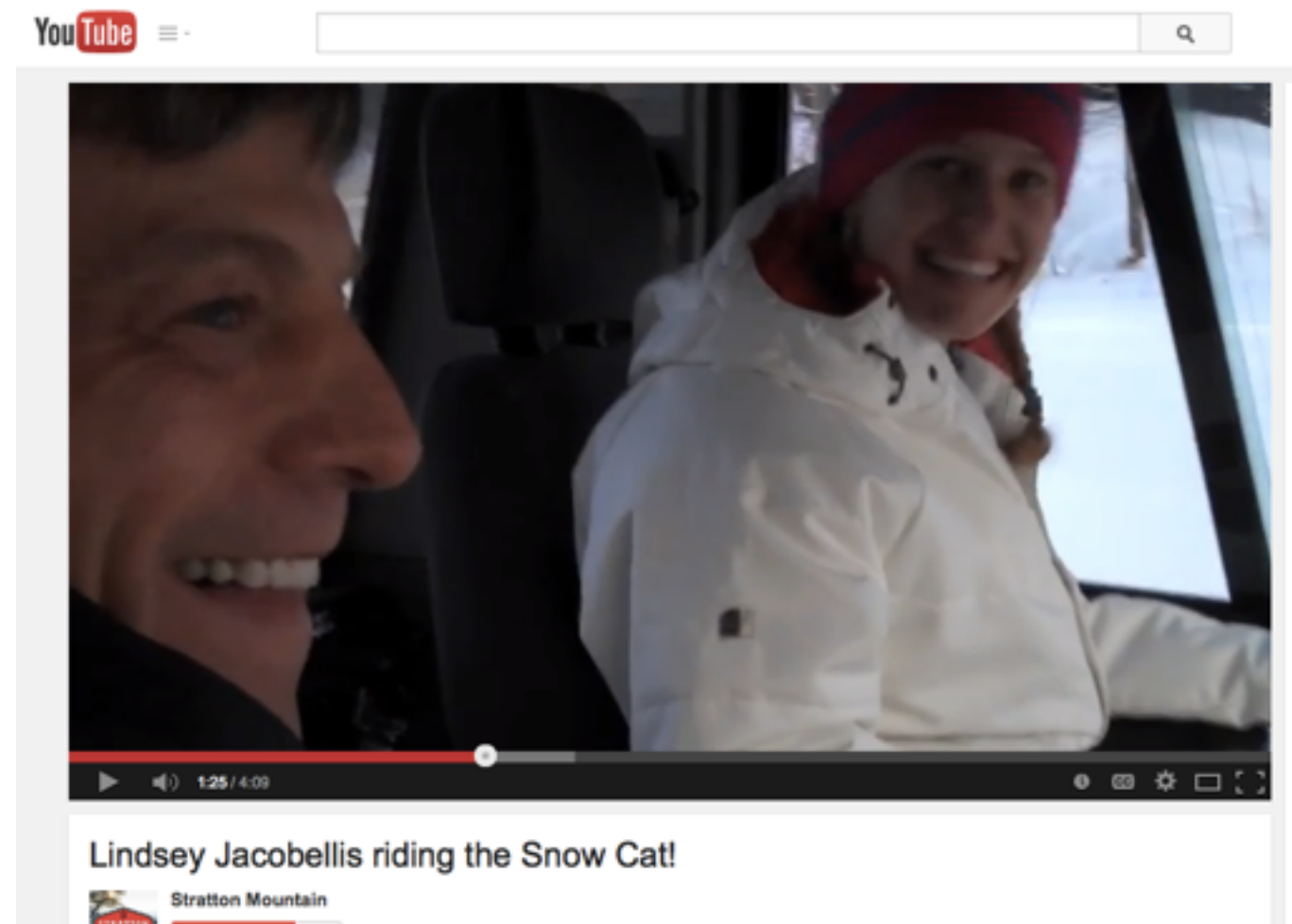
When the goal lights go on behind their respective nets at Joe Louis Arena this season, they will have new meaning. The Red Wings have partnered with DTE Energy to 'Light the Lamp', promoting energy efficiency through every goal scored during the 2011-12 campaign and beyond.



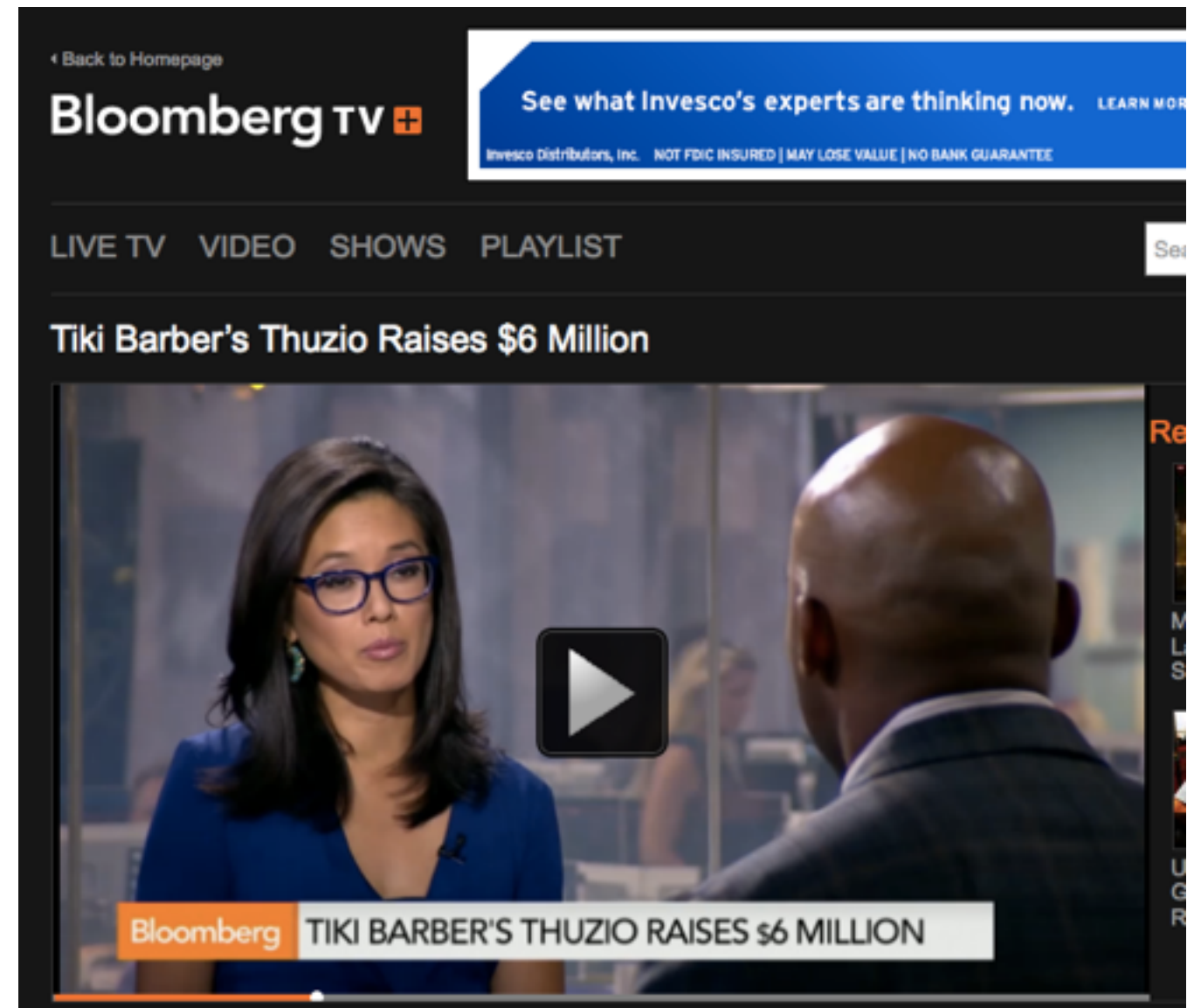
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Thursday, C
Red Wing
By Alex DIF

- PR hits included the Boston Globe, WHDH (NBC-Boston), SKI Magazine, the New York Post and WCAX (CBS-Burlington). This also included 2010 Olympic press for the Stratton Mountain School. (Alumni - Lindsey Jacobellis, Ross Powers)
- Increased social media presence by 800 percent via Facebook, Twitter, YouTube and Stratton's Your Space.
- Executed a successful media relations and PR plan for the first Vermont Solutions Festival, generating statewide coverage.
- Assisted with the internal and external communications efforts for Stratton's Fresh Tracks environmental campaign, the Health and Safety Committee and the Stratton Foundation.



- Freelance / PT clients have included Access Sports Media, ESPN, GMR Marketing, the NBA, Social Boston Sports, Boston.com, FOX Sports, the Boston Breakers, Social Media Today, the USOC, Sports Networker, AVP Volleyball, Inside Hockey, the Boston Herald and SKATING Magazine.
- Media coverage secured for clients include the New York Times, TODAY, Fast Company, the Boston Globe, CNN, the Wall Street Journal, GLAMOUR Magazine, SELF, AOL.com, Business Insider, Forbes, ClickZ, DM News, Bloomberg and more.
- Created a sponsor analysis book used to pinpoint future mid-to-high level sponsorship opportunities for the Boston Athletic Association.
- Developed a video network for the Boston Marathon in 2009 generating over 60,000 views. Also provided the first live play-by-play via Twitter for the 2010 race.



131 York Road
Mansfield, MA 02048

Dear Jacob:

Thank you for your letter of May 27 and I am delighted to see that the Olympic Spirit is alive and well within your heart.

First, while I much appreciate the compliment, I must tell you that I have never considered myself a visionary. Rather, as is routinely the case with thousands of other people, I simply had a good idea on February 8, 1987. The idea was to combine the spirit and friendliness of the people of Atlanta with the worldwide Olympic Movement. It was a combination that I believed would be exceedingly powerful and beneficial to millions. Thankfully, many of my friends embraced the idea and carried it to ever increasing heights as we bid successfully for the 1996 Centennial Olympic Games.

I agree completely with you that Boston would be a great place to host the Summer Olympic Games. While I remain hopeful about New York's chances, it is anyone's guess about to whom the 2012 Games will be awarded and, if not to New York, whether or not they will continue their efforts for 2016. If they do not, it is logical to me that Boston could emerge as a worthy American candidate.

As to my giving you advice, I am somewhat reluctant as I do not claim to be an expert in Olympic matters. Once again, I simply had a good idea which was readily embraced by people who loved our city and saw its potential. In that concept, however, I think we were all taught a lesson—the collective efforts of many are far superior to the capacity of one person to achieve something as substantial as an award of the Olympic Games.

Accordingly, I recommend that you share your idea with as many people as possible and monitor the level of their enthusiasm for the idea. Many will become excited and make themselves readily available to assist you and to carry your idea and your hope forward.

With specific regard to Boston, I would encourage you to seek an audience with the Governor of your great state, Mitt Romney. He was, of course, the Chief Executive Officer of the successful Salt Lake City Games



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THEY SAID IT

**"I ADMIRE YOUR DETERMINATION AND ENTHUSIASM AND
ENCOURAGE YOU TO KEEP UP THE FIGHT."**

BILLY PAYNE - FOUNDER AND CEO, ATLANTA'S COMMITTEE FOR THE OLYMPIC GAMES



A LONG TERM PLAN

FOR ACCOMPLISHING A DREAM

CREATE BELIEVERS

Leverage the power of communication and storytelling to create believers from some of Boston 2024's most hardened skeptics. This power should also be used to tip the balance for those sitting on the fence in terms of supporting the bid.

EDUCATE AND GROW THE OLYMPIC SPIRIT

Craft an education plan emphasizing the importance of arts and sports in schools throughout the Commonwealth's 351 cities and towns. Not only will ALL children attending Massachusetts public schools will be eligible to compete in the 2024 Games in 10 years, but arts and sports programs are among the first on the chopping block when it comes to an education budget. This shouldn't be the case.

START BY DOING ... NOW

On September 15th, 2017, Boston will be named the Host City for the 2024 Olympic and Paralympic Games. That shouldn't stop Boston 2024 from making a positive impact before it happens. The 2024 mission should be community service based, a symbolic tie between a young city and helping the common good that doesn't need an event to serve as a catalyst. Park renovations, soup kitchen feedings, cancer fundraising, etc. It starts NOW.

REVENUE, REVENUE, REVENUE

Through unique, Agenda 2020 driven sponsorship programs that blend 'The Hub' together with the Olympic Movement, BOCOG will bridge the gap at its promises at providing a privately financed Games.

EXECUTE, EXECUTE, EXECUTE

No time for mistakes. With the bills paid, tickets sold and promises made, Boston must execute on its perfect Olympic Dream. The i's are all dotted, the t's are all crossed, more than 200 National Olympic Committees, 20+ Governing Bodies, 10,000 athletes, 5,000 media and 100,000 volunteers will make this the greatest milestone in Boston's history.



A COMMUNITY GAME PLAN

FOR ACCOMPLISHING A DREAM

1) Control The Content = Control The Message

The need to take a transparent, structured approach to communication starts with self-produced content. This will be more than short videos showcasing our city's passion and athletic/academic/technology milestones, but news from community meetings, school visits, speeches to members of the business community. It will outline decisions and the thoughts behind them with daily distribution to the public, media and community leaders as a means of investing them in the process. The International Olympic Committee operates an Olympic News Service at the Olympic Games. This will mirror that idea.

2) Involve Local Institutions

Boston University, Emerson and Suffolk all have nationally renowned programs in Journalism and Public Relations. As part the Boston 2024 bid's efforts to create and control its own content, the use of student journalists and college facilities will be paramount.

3) Educate The Public On The Real Costs

The Centennial Olympic Games were too big for many of our locals, not physically, but psychologically." - C. Richard Yarborough - Communications Chair, Atlanta's Committee for the 1996 Olympic Games

What is the economic impact of sport and how can we do a better job of it? Creating this content, educating our staff members about it, as well as supporters can help us fend off one of the most difficult problems we'll have ... fears over financing the 2024 Olympic and Paralympic Games.

4) Content / Communication Must Be Authentic And Bostonian

All of our communication must be designed for Bostonians and with the residents of the Commonwealth of Massachusetts in mind.



A COMMUNITY GAME PLAN

FOR ACCOMPLISHING A DREAM

5) Introduce The TEAM

Boston's Olympic bid started as a grass-roots effort by regular Bostonians. 90 percent of those who will ultimately do the day-to-day bid work will be regular Bostonians. Internal content and communication control will allow the bid to showcase itself as a community business, whereas the major city publications will continue the focus on the movers and shakers.

6) Establish Relationships With USOC Communications / Content Producers

This would involve Brandon Penny, Christie Cahill, Lindsay Hogan, Mark Jones, Patrick Sandusky, etc.

7) Use Content As A Means Of Building Athlete Relationships Through 2024

While there aren't many at this point, Alex Morgan (Football) and Brianna Stewart (Basketball) are two who could compete in Boston. Covering their efforts are a means of connecting the bid with potential Olympians and enhancing their own marketability in the process.

8) Showcase Logistics Behind Major Events ... And Our Team Learning From Them

The 2016 World Figure Skating Championships will be held in Boston, as will the 2015, 2016 and 2017 Boston Marathon, but Boston's bid team will also have a presence at Rio 2016, the VISA Gymnastics Championships in Indianapolis, the U.S. Swimming Championships and nearly every Olympic Trials event. Showcasing the lessons from these events will help educate the public on what goes into making a major event, further investing them in the process.

8) Work With Agencies To Amplify Message

All of the content created by Boston 2024's bid will be leveraged by its PR agency and its Social Media agency of record for maximum exposure.



A STRATEGIC EVENTS PLAN

FOR ACCOMPLISHING A DREAM

1) Partner With Major Events

State political conventions, Opening Day at Fenway Park, Boston Marathon Monday, The Pan-Mass Challenge. These are just a few examples of where Boston 2024 should have a presence, including branding, giveaways and advertising opportunities in event programs.

2) Host Fundraisers

Using high-end venues like Davio's, Boston 2024 should host high-end fundraising dinners with intimate access to past and present Olympians. These restaurants will have ample opportunity to gain given the tastes and interests of pending Olympic guests, including Evaluation Commission members during the bid process.

3) Every Community

From youth soccer games to swim meets, every active Massachusetts child would fall under 'future Olympian' status. We will engage these aspiring stars in their hometown, on their playing fields with the 2024 message.

4) 351 Towns, 351 Olympic Assemblies

We will coordinate assemblies featuring New England's Olympic medalists in all 351 cities and towns in the Commonwealth.

5) Olympic Business Forums

Working with local businesses (and small businesses), sports economists and business experts will hold panels on how to cash in during seven years of build up, as well as two months of Olympic success. This also helps start a sponsorship sales process in the case that Boston is selected to host the 2024 Olympic and Paralympic Games.



OTHER BID CAPABILITIES

FOR ACCOMPLISHING A DREAM

1) Dynamic, Innovative Sponsorships

“Jake is multi-dimensional in that he knows how to generate publicity and impressions and simultaneously has a deep knowledge of the game(s) as both a sport and an entertainment vehicle. - Mark Kelly, Corporate Sales for the Detroit Red Wings.

With the job of a local organizing committee to drive revenue, having Jake on board through the bid and execution process will allow sponsors to engage in new and innovative ways around a very traditional sporting event.

2) Self Educated On The Bid Process

There are no programs designed to prepare you for the Olympic bid process, but Jake has read more than 30 books on the process, economic benefits, risks and trials surrounding the bid.

3) Already Well Connected Within The Olympic Movement

Whether it be contacts within the USOC, International Paralympic Committee, or even agencies like Teneo that could assist with the bid, Jake knows the landscape, politics and history behind many organizations Boston 2024 will work with over the coming months and years.

4) Startup Ready. Startup Savvy,

Boston 2024 will become a rapidly accelerating startup over the next 24 months. Jake's experience includes working inside the MassChallenge space, as well as other sports startup spaces of similar form.

5) Budget? What Budget?

Jake has worked with a limited marketing and events budget, both with the Detroit Red Wings and at Thuzio. He understands the balancing act at working with little and generating a maximum result..



CONTACT INFORMATION

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Atlanta - July 27, 1996



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