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## MARKETING PLAN FOR SKYDIVE PORI

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# MARKETING PLAN FOR SKYDIVE PORI

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## Abstract:

The purpose of this thesis was to study and combine cost-effective marketing tools and channels to strengthening a nonprofit skydiving association's marketing. The association is Skydive Pori.

The marketing research was done in order to get indicative information about the organization's target group; for example the most used social network channels. The research survey was responded by 152 people, in which 104 respondents were suitable to be studied about. The theoretical part of the thesis consists of topics such as nonprofit organizations, the 7Ps marketing mix, integrated marketing communications and guerilla marketing.

The application part is a replicable marketing plan that was composed by combining theory, the results of the marketing research, and author's creativity. The marketing plan focuses mainly on the integrated marketing communications mix that includes advertising, sales promotions, public relations and personal selling. Along the marketing plan, there were designed a brochure, two different kinds of flyers, and two different kinds of surveys for skydivers for the club to be able to measure the functionality of the new marketing plan.

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## 1 INTRODUCTION

11<sup>th</sup> of June 2011, I became a skydiver and a member of an association called Skydive Pori. Ever since, I have been seeing how they struggle with getting new skydivers and holding on to the old skydivers. In fall 2012, I suggested that I could try to help the association with its issues related to marketing, and the board of Skydive Pori accepted my suggestion.

Marketing may be a challenge for nonprofit organizations, such as the case organization. Usually these organizations do not have the money to promote themselves on national TV nor even in the local newspaper. In addition, whereas profitable organizations have to mainly focus on customers, nonprofit organizations have to consider all the significant stakeholders as targets of their marketing efforts; for example potential customers, existing members, investors, sponsors and other supporters. Therefore, marketing in nonprofit organizations has to be creative, inexpensive, yet believable. The outcome of this thesis is a marketing plan for Skydive Pori for the next three seasons. The marketing plan is based on theory and the results of the research for Skydive Pori.

As the theory part, this thesis clarifies the nature of nonprofit organizations in Finland, the way they finance their operations, and how they differ from profitable organizations in marketing. Skydive Pori's operations include selling services, therefore it is essential to take a closer look at services marketing, and since the thesis is about nonprofit organizations' marketing, the thesis presents cost-effective ways of marketing.

As the research part, this thesis presents the results of a three-part-research. The results of the first part show which social media sites the potential customers visit the most, which local radio they listen the most, and which local newspaper they read the most. The second part's results show how familiar the target customers are with Skydive Pori, and how they feel about skydiving as a sport. The results also show whether there are more potential tandem customers or potential individual skydivers.

The results of the third part state what kind of information the potential customers would like to get from the advertisements.

## 2 SATAKUNNAN LASKUVARJOURHEILIJAT – SKYDIVE PORI

Skydiving has almost a 50-year-old history in Pori. In 1965, the Pori Aviation Club established a parachute division. In 1968, the parachute division diverged into a non-profitable skydiving association called Satakunnan Laskuvarjourheilijat Ry (Skydive Pori). The association's main services are tandem skydiving and educating people to become independent skydivers, i.e. licensed parachutists. Along educating individual skydivers, Skydive Pori has organized skydiving courses for draftees as well. There is also a possibility to buy skydiving demonstrations, but according to Eetu Lähdetkorpi (interview 2013), these demonstrations are regarded more as a way of low cost marketing rather than a vendible service.

During the seasons 2011 and 2012, the prices were the same; a tandem jump was €330 including a video of the jump, a basic course of skydiving was €430, and a course for draftees was €330. For the season 2013, Skydive Pori decided to raise the course fees including the tandem skydivers' courses as well. The annual membership fee of €70 has been the same for all of these three seasons. Skydiving demonstrations' prices are variable despite of the season; the prices depend on for example insurances, the distance between the intended drop zone and the club etc. However, the basic fee is up from around €100.

The skydiving season is usually from April till October. The last two seasons were exceptional when compared to the last ten seasons. The beginning of the season 2011 was not until May, because of the aircraft's maintenance problems. During the season 2011, there were organized five basic courses and one course for draftees, and a total of 29 people attended. 41 people participated in the tandem skydiving training in 2011.

The season 2012 was exceptional, because the season started already in March and with a promotion; the basic course of March was only €330 whereas the other basic courses were at the normal price. During the season 2012, there were organized seven basic courses for individual skydivers, but none of the courses was for draftees. All in all, 31 people participated in the basic courses, and a total of 47 people attended to the tandem skydiving training in 2012. Neither in 2011 nor in 2012, skydiving demonstrations were not marketed nor organized.

Skydive Pori is the only skydiving club within the Pori area. The closest club is in Jämijärvi that is approximately 80 kilometers away from the center of Pori. The second closest is in Turku. From the point of view of potential customers living in Pori or nearby, Skydive Pori does not have rivals, but from the members' point of view, especially licensed skydivers, Skydive Pori is just one skydiving club among the others.

## 2.1 Potential customers and previous marketing efforts in Skydive Pori

According to Marko Myllymäki (interview 2012), the target customers for basic courses are all the well-being people between the ages of 18 and 34. The target tandem customers are all the well-being people over the age of 15. For skydiving demonstrations, the target customers are companies.

Skydive Pori's marketing efforts have been quite minimal; within the last two seasons, the club has had three promotions targeted at potential individual skydivers and one promotion targeted at the club's members. Neither potential tandem skydivers nor skydiving demonstration customers have been aimed at with any promotional offers.

For the last two seasons, the club's advertising has been distributed through Facebook. Myllymäki admits the problem with Facebook is the limited audience; to reach as many potential customers as possible, the club's members should share Skydive Pori's advertising material with their own Facebook friends.

Although Facebook has been the marketing channel for Skydive Pori, word-of-mouth is still the most effective way to market the sport; most of the new members have known one or more of the club's members before joining Skydive Pori. Also one third of the tandem skydiving customers are already familiar with the club through a skydiving friend (Myllymäki 2012)

## 2.2 SWOT analysis by the members of Skydive Pori

The SWOT analysis (created by Albert Humphrey) is a simple, but versatile tool for organizations to assess their internal and external factors associating with the products/services they produce/provide. By the knowledge of these factors, organizations are able to create success-generating strategies and tactics. (Fortenberry 2012, 184).

Because the association is funded mainly by its members, their opinions and thoughts are important. The members were given a task to think about Skydive Pori from the marketing perspective, and then fill a SWOT-chart based on those thoughts. The task was put on the club's secret Facebook group site, and they were able to answer via Facebook or email. The synopsis was created by ranking the results in order of importance, and leaving out the less important. The whole SWOT can be found from appendix 1.

Figure 1. SWOT by Skydive Pori's members.

<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"> <li>• The club's location</li> <li>• The permission of using land within Pori area</li> <li>• The uniqueness of and as a hobby/sport</li> </ul>	<p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none"> <li>• Advertising is too deficient and irregular</li> <li>• All the services are not being advertised</li> <li>• Not having scheduled operating times</li> </ul>
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> <li>• Collecting feedback from members</li> <li>• Hosting boogies to get free publicity</li> </ul>	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> <li>• Only one person being responsible for the club's marketing</li> <li>• Extinction of active members</li> <li>• Pori Airport turning into non-commercial</li> </ul>

The S stands for strengths – The members of Skydive Pori think that because the normally used drop zone (landing zone or a common slang for a skydiving club) is located very close to the city center of Pori, it creates the possibility of “continuous visibility” whenever it is a jumping day; you can hear the aircraft and see skydivers in the sky. In addition, Skydive Pori has a permission of using land in the Pori area, which means the drop zone can basically be any suitable place located in Pori, for example Yyteri and Kirjurinluoto. The members consider also the uniqueness of the sport as strength.

The permission of using land within the Pori area enables the club and the sport to gain visibility. Because of the permission and the uniqueness of the sport, Skydive Pori could easily connect skydiving and landing in different drop zones to its guerilla marketing strategy. The permission of using land and the uniqueness of the sport are taken into consideration in the chapter 5.4.

The W stands for weaknesses – The members of Skydive Pori listed several weaknesses that occur in Skydive Pori's actions. About marketing efforts, the members think that the club's advertising actions are too deficient and irregular, and the adver-



tising of skydiving demonstrations is nonexistent. The members also think that it is a weakness not to have scheduled operating times.

The deficiency and irregularity occur because the board of Skydive Pori does not care for advertising. The lack of interest occurs because advertising has never shown any effect on the amounts of people participating in the skydiving courses. The inefficiency of advertising could be a result of for example a poor advertisement design or wrong distribution channels. Advertising is being included in the marketing plan for Skydive Pori; the planned actions are included in the chapter 5.3.1. The lack of skydiving demonstrations' advertising and the issue with lacking scheduled operating times are dealt in the chapter 6.

The O stands for opportunities – The members of Skydive Pori consider collecting feedback from the participants of the basic courses as one of the opportunities. And by hosting boogies, which are skydiving events organized by one or more skydiving clubs together, Skydive Pori could get free publicity in the local newspapers and radio channels.

The feedback collection is connected to the marketing plan's marketing communications, and the plan for collecting feedback can be found from the chapter 5.3. The aim of getting free publicity by hosting boogies is being dealt in the chapter 6.

The T stands for threats – The members of Skydive Pori think it is a threat to have only one person responsible of the club's marketing. Another threat the members are afraid of, is that Trafi's (the civil aviation regulatory authority in Finland) rules and regulations are causing a serious lack of skydivers in Pori; the aircraft of Skydive Pori is not allowed to go higher than 3000 meters, because the aircraft does not have a transponder. The reason for not having the transponder is the high cost of the equipment. The lack of the transponder causes the lack of skydivers, because many of the skydivers go to other drop zones, where they can get up to at least 4000 meters. In addition, the members feel insecure also about the Pori Airport's future; there have been a few news articles about Pori Airport being unprofitable (as an example; see appendix 2), which may lead into a situation where the airport is turned into non-

commercial. In the worst case scenario, a private quarter buys the airport, and strictly limits or even forbids Skydive Pori to operate within the airport area.

In the marketing plan for Skydive Pori, the responsibilities of marketing actions are divided by the type of the marketing; the board is responsible for the external and internal marketing, while all of the members are responsible for interactive marketing. More detailed information about the responsibility roles can be found from the chapter 5.1. The other threats are dealt in the chapter 6.

### 3 NONPROFIT ORGANIZATIONS

There are four sectors in the Finnish society: the first sector includes for-profit organizations, the second sector includes for example the government, the third sector includes nonprofit organizations, and the fourth sector includes for example households (Vuokko 2010, 15).

Nonprofit organizations are included in the ICNPO-system (International Classification of Nonprofit Organizations), and the organizations classes applied to Finnish circumstances are:

1. Culture and recreational activities (for example visual arts, theatre, museums, sports clubs, media and communication activities)
2. Education and research (for example basic education, universities, adult education centers, research activities funded by public sector and foundations.
3. Health care (for example health centers, hospitals, health conducive activities, other health institutions)
4. Social services (for example day care, geriatric care, services for disable people, immigration services, income security)
5. Environment (for example environmental protection organizations)
6. Development and habitation (for example employment, development of residential areas, economic and social development)

7. Politics and jurisprudence (for example political organizations, the judiciary, consumer protection)
  8. Charity work (for example humanitarian organizations)
  9. International activities (for example student exchange, cultural exchange, international rescue organizations, human rights and peace organizations)
  10. Religion (for example congregations, church, religious and clerical organizations)
  11. Working life (for example labour market organizations)
- (Vuokko 2010, 16-17)

All the nonprofit organizations regardless of their cause have the same primary purpose: Instead of profit, their primary purpose is to aim to reach their set goals and to success in their missions. If profit is made, it is spent on things that ensure the continuation of the organizations' operations (McLeish 2010, 18; Vuokko 2010, 19-20). As an example, if Skydive Pori makes profit, it is spent on things such as students' gears' maintenance costs, facility maintenance costs and the aircraft's maintenance costs (Myllymäki 2012).

There are three main financial structures for nonprofit organizations to finance their operational costs. The right structure is dictated by the nature of the nonprofit organization:

Charitable organizations, such as The Red Cross, are founded for people in need. These organizations finance their operations mainly with the support money from public investors, such as Raha-automaattiyhdistys and Oy Veikkaus Ab in Finland. (Vuokko 2012, 22)

The public sector's nonprofit organizations, such as The Social Insurance Institution of Finland) are founded for citizens. These organizations cover their operating costs by collecting taxes from citizens and companies. (Vuokko 2012, 23)

Private membership organizations are founded for their members' benefit. These organizations cover their operational costs by collecting membership fees, and in some cases, they can also get support money from their own municipality. Private mem-

bership organizations usually have another organization supporting their operations. The support may not always mean financial support, but education, materials and guidance instead. (Vuokko 2010, 21)

Skydive Pori is a private membership organization that is founded for skydivers in Pori to be able to skydive in their own neighborhood. The organization finance its' operations with membership fees (€70/member in 2012), by having basic courses of skydiving (€430/participant in 2012), and by selling tandem jumps (€330/customer in 2012). In 2012, the municipality of Pori gave the organization support money, worth of € 1.400. Skydive Pori has also a supporting organization called The Finnish Aeronautical Association (SIL in Finnish). The FAA supports Skydive Pori by for example educating skydiving instructors, creating all the guides for skydiving students, and giving third party liability insurance for skydivers. (Myllymäki 2012; Suomen Ilmailuliitto 2012)

Marketing in nonprofit organizations is two-dimensional; nonprofit organizations do not have only potential customers to focus on, but all the significant stakeholders can be considered as marketing target groups for nonprofit organizations. That is why these organizations should aim their marketing first at for example local decision-makers, investors, supporters and existing members, and then invest that money to the marketing efforts to attract potential customers (Vuokko 2012, 25).

## 4 MARKETING RESEARCH FOR SKYDIVE PORI

The main objectives of the research were to clarify the marketing channels the target customers use most often, and what kind of information target customers would like to see in skydiving advertisements. The other objectives were to examine how well Skydive Pori is known among the target customers, and how the target customers feel about skydiving.

The most reasonable way to figure out these objectives was to create a survey in a quantitative research method, because survey is an easy tool when there is a lot of respondents, and quantitative method answers to questions such as ‘how many’ and ‘how often’. This method gives the general view of the relations and differences between two or more variables (Räsänen 2009, 19; Vilkkä 2007, 13).

#### 4.1 Objectivity in quantitative research

There are two objectivity divisions in quantitative research; research results as perceptions and characteristics, and interpretation of the results. During the research process, the target is to have as objective research as possible: an independent research process and independent research results (Vilkkä 2007, 16)

The independency of the research process and results of the marketing research for Skydive Pori was secured by the researcher having distant relations with the respondents during the whole research process. The respondents were also highly recommended not to put any identity revealing information on the survey.

#### 4.2 The population and the sampling method

The population is the target group that the researcher wants to make conclusions about (Vilkkä 2007, 51). The population of the marketing research for Skydive Pori is a group of 18-34-year-old people, not skydiving yet interested in skydiving, and living in the Satakunta area. From 152 respondents, 104 were suitable for the group. There are different sampling methods in researchers use, for example simple random sampling, systematic sampling, stratified sampling, and cluster sampling. Sampling methods are commonly used when dealing with a large portion of research material, because it reduces costs in total costs of the research (Vilkkä 2007, 52; Heikkilä 2004, 43) Because the population of the marketing research for Skydive Pori is only 104 people, the whole population is examined without sampling.

### 4.3 Questionnaires and the survey about skydiving

A questionnaire is commonly used, when there are lots of respondents, or interviewing the respondents is difficult for other reasons, for example long distances between the researcher and the respondents (Vilkka 2007, 28). One of the problems with questionnaires is slow responding. The researcher usually has to remind about the survey (Vilkka 2007, 28). The survey about skydiving was sent to 382 people in the Satakunta area, and 152 of them responded. The target group was reminded about the survey two times.

Questionnaires are structured which means that all the respondents are being asked the same questions, in the same order and in the same way (Vilkka 2007, 28). If a questionnaire is half structured, respondents are able to answer in their own words (Räsänen 2009, 18). The survey about skydiving included both structured and half structured questions; four questions were structured, and the rest nine questions were half structured.

The survey about skydiving form was divided in three parts: the first part was about the social media sites the population used most often, the local radio and newspapers the population heard and read most often, and the events they have attended or going to attend. According to these variables, the most commonly used marketing channels are chosen to be included in the marketing plan for Skydive Pori.

The second part was about skydiving; what kind of feelings the population has about the sport, how they are interested in skydiving, and did they know about Skydive Pori and its skydivers. These variables state the target group's possible negative prejudices about skydiving, should the marketing efforts be aimed more at potential tandem customers or potential individual skydivers, and should Skydive Pori market more itself as a skydiving club or skydiving as a sport.

The third part was about skydiving advertisements; there were three skydiving related pictures on the survey, and the respondents were asked to choose the most appealing one. They were also asked what kind of information they would like to get straight from advertisement pictures. The purpose of the three pictures was simply to

know which picture to use as the club's marketing material, and the knowledge of wanted information helps the club to tell the population the right things. The survey about skydiving can be found as appendix 3.

#### 4.4 Presenting the results of the research

The results of the marketing research for Skydive Pori are divided in sections by their purpose. The first section is about the population of the research, and the second one is about the marketing channels the population uses most often. The third section is about customer types, the types' feelings towards skydiving, and how well the types know Skydive Pori. The fourth and the last section is about skydiving advertisements, and their contents.

##### 4.4.1 Population

The population of the research was consisted of 43 % of men and 57 % of women. The biggest group of respondents was the group of 24-29-year-old men and women with the response rate of 54 %. The second biggest group of respondents was the group of 18-23-year-old men and women; their response rate was 37 %. The smallest group of respondents was the group of 30-34-year-old men and women by having the response rate of 9 %.

## Population

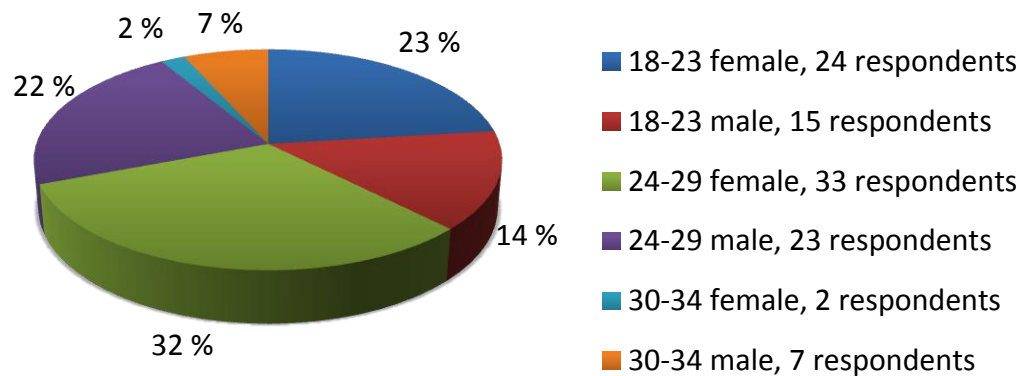


Figure 2. Amounts of respondents divided in gender groups and age groups.

### 4.4.2 Marketing channels

According to the research's results, 100 % of the population use social media sites at least once a week. Out of the 12 listed social media sites, the two most used sites were Facebook with the response rate of 99 %, and Youtube with 66 %. The third and the fourth most used social media sites were Twitter with the response rate of 15 %, and Vimeo with 10 %. All of the rest 8 listed social media sites had only one response per each site.



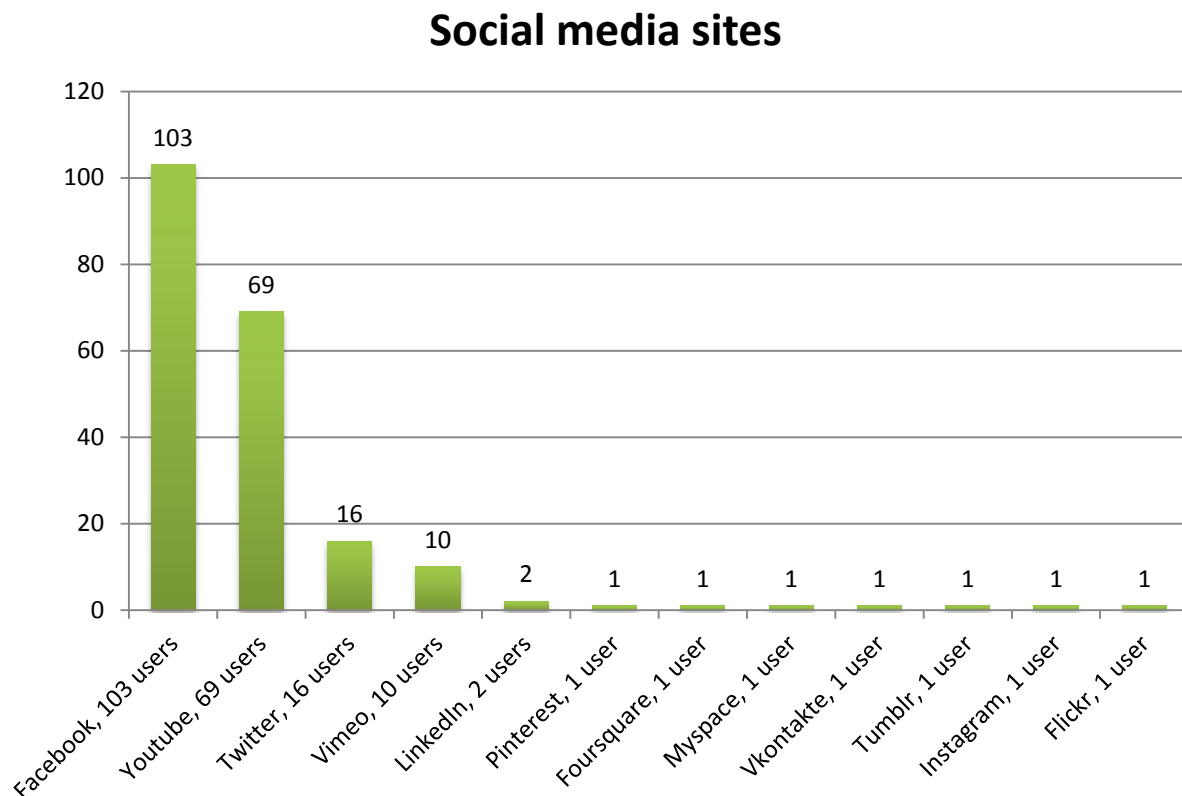


Figure 3. Amounts of responses per each listed social media site.

The results show that less than a half of 18-34-year-old men and women listen to the local radio channels; Radio Pori is listened by 24 % of the respondents, and Eazy101 by 16 % of the respondents. 60 % of the respondents responded that they did not listen to the local radio channels.

With local newspapers, the situation is different; 73 % of the respondents read local newspapers at least once a week. Out of the five listed local newspapers, the most popular was Satakunnan Kansa with the response rate of 55 %. 30 % of the respondents read Porin Sanomat, 20 % responded Satakunnan Viikko, and 11 % of the respondents say they read Uusi Pori. There was only one respondent who read Länsi-Suomi.

Among the population, Pori Jazz is clearly the most popular event; 83 % of population have attended or are going to attend Pori Jazz festival. 18 % of population responded they have attended or they are going to attend Porispere, making the festival

to be the second most popular event. According to the results, 14 % of the population has not attended nor going to attend any events.

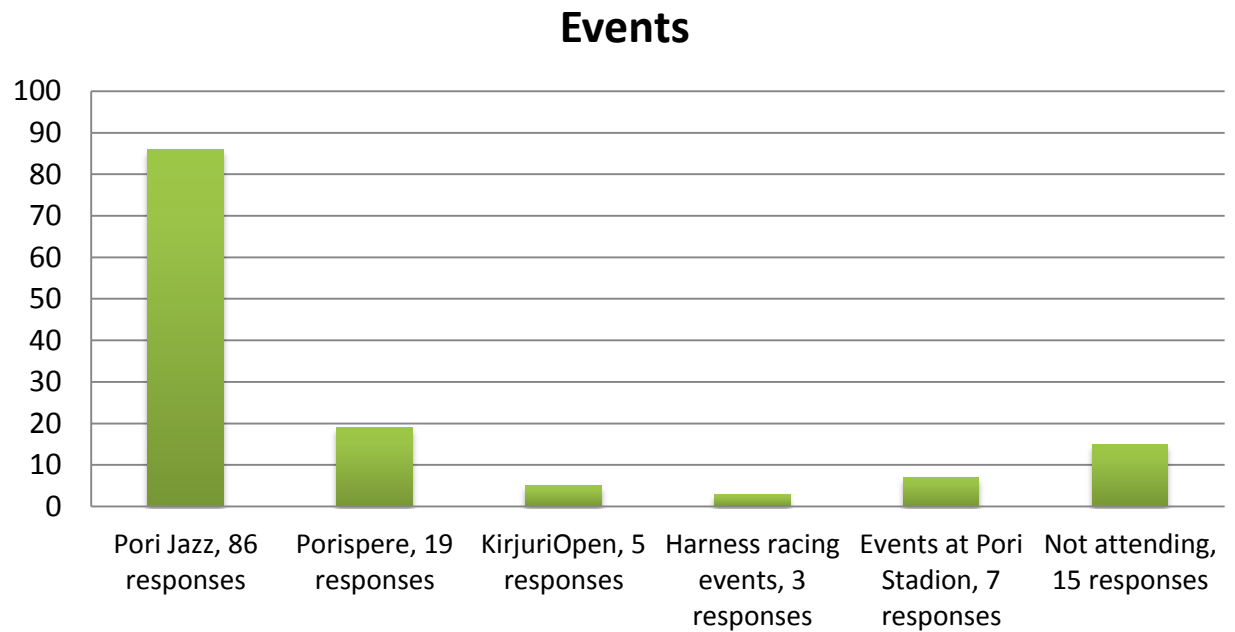


Figure 4. Amounts of responses per each listed event.

#### 4.4.3 Customer types, feelings and a skydiving club of Pori

Out of the population, 53 % are interested in tandem skydiving and 36 % of the respondents are interested in jumping an individual jump. The rest 11 % have either jumped a tandem jump or an individual jump at some point of their lives.

The population was asked about their feelings towards skydiving; the most popular adjective was ‘exciting’ with the response rate of 28 %. The second most popular adjective was ‘scary’ with 25 % of responses. 13,5 % of the population thought ‘fun’ was the right adjective to describe how they feel about skydiving.

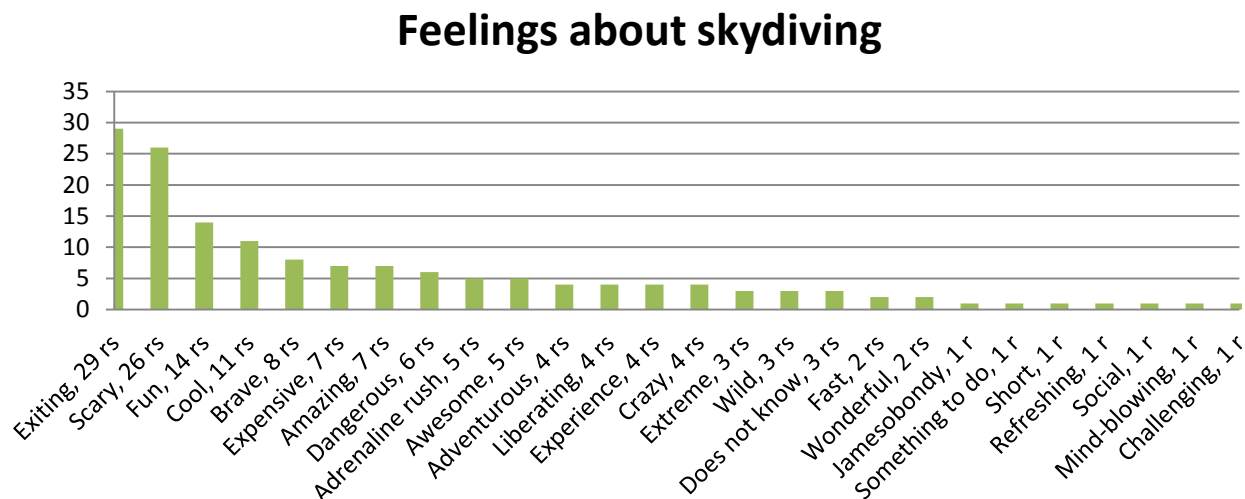


Figure 5. Different adjectives the respondents used as descriptions of their feelings towards skydiving.

The results show the majority of the population knows about Skydive Pori; 75 % of the respondents knew the club exists. According to the population's responses, 66 % of the target group had seen skydivers up in the sky of Pori at least one time.

#### 4.4.4 Skydiving advertisements and advertisements' contents

51 % of the respondents thought the image option 2 was the most appealing image among the three options, while 30 % responded the image option 1 was the most appealing. The image option 3 got the response rate of 19 %.

According to the results, 82 % of the respondents would like to see the website on a skydiving advertisement. 75 % responded that 'prices' should be included. The third most wanted piece of information was 'location', which got 55 % of the population's responses.

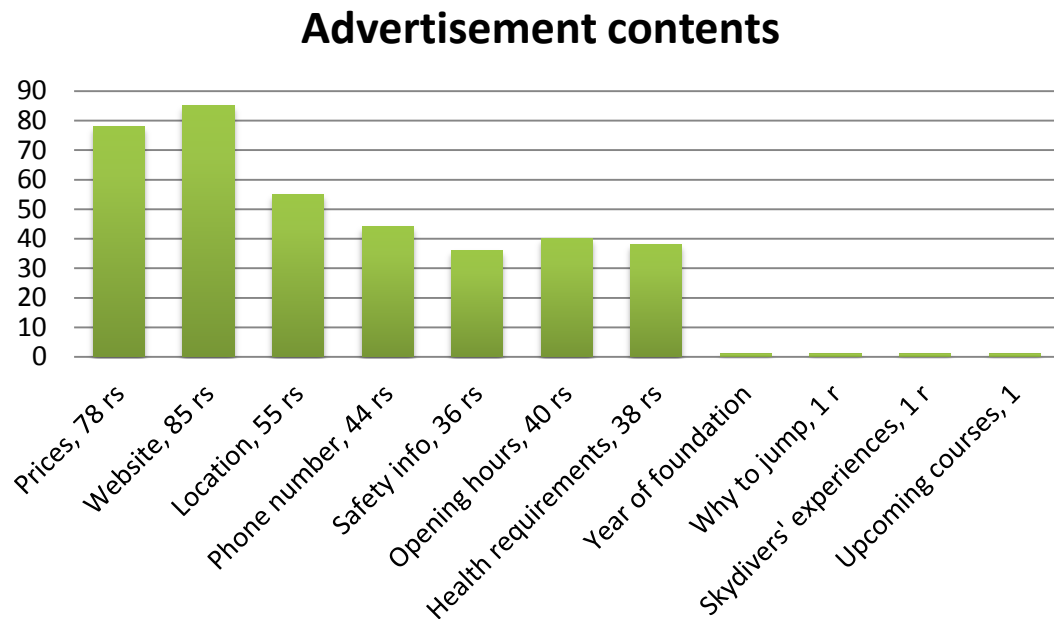


Figure 6. Amounts of responses per each listed or suggested informational advertisement contents.

#### 4.5 Reliability and validity of the research

Reliability in quantitative research refers to dependability, consistency and replicability; if the research was to be carried out on a similar group of respondents in a similar context, the results should be similar (Cohen 2007, 146)

Validity means the research's ability to measure what the research was supposed to measure; for example have the respondents understood the questions in the way the researcher meant them to be understood (Vilkka 2007, 150).

The reliability of the marketing research for Skydive Pori is not replicable, because the research's purpose was to get indicative information about the target customers group of Skydive Pori. The amount of respondents of the marketing research for Skydive Pori was 104, that is appropriate amount for the purpose, and therefore the validity was reached.

## 5 MARKETING PLAN FOR SKYDIVE PORI

A good marketing plan is simple, short and concise, and easy to understand to be able to help the organization with implementing their planned marketing actions. The plan has to be challenging yet realistic; the planned actions should be doable. Along the planned marketing actions, the marketing plan includes the schedule for implementing the marketing actions, the targets of the actions, the people, who are in charge of them, and the costs of the marketing actions (Bergström 2009, 40). The synopsis of the marketing plan for Skydive Pori can be found from appendix 4.

### 5.1 Services marketing

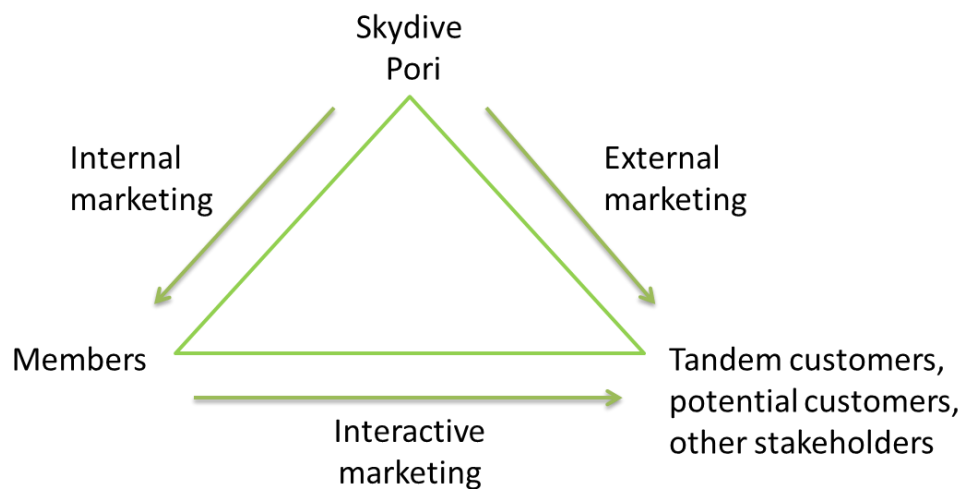
Services marketing has become more and more important subject, because the size of service sector is increasing worldwide. In 2011, the service sector covered almost 70% of the Finland's GDP (Lovelock 2007, 6; Palta 2012, 9).

Differentiating services marketing from product marketing is a challenge, because most of the marketers think the difference is negligible. One reason for this type of thinking is that customers benefit from both product purchase and service purchase. Another reason is the difficulties with defining a pure product and a pure service, because most physical goods contain a service aspect and most services contain a physical product (Blythe 2012, 260).

According to Kotler's definition of service (2009, 386), a service is "*any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product*". In Skydive Pori, this means providing education to individual, draftee and tandem skydivers, as well as organizing skydiving demonstrations. All of these services contain products on some level; for example the club's aircraft, the skydiving gear, the educational material etc.

Product marketing focuses mainly on external marketing, but services marketing, instead, includes three types of marketing; external, internal and interactive marketing. While organizations are marketing their services externally to their customers and external stakeholders, they should focus also on their internal marketing by motivating their own employees for getting the employees to practice marketing that is aimed primarily at the customers. (Kotler 2009, 397)

Figure 7. Three types of marketing in Skydive Pori.



Taken into consideration the nature of the sport practiced by the members of Skydive Pori, and Skydive Pori as a nonprofit organization with a low marketing budget, the meaning of the members associating especially with potential customers and participating in the club's marketing cannot be emphasized enough. According to the result of the marketing research, 25 % of the respondents described skydiving as 'scary'; as an example stating the importance of the interaction between skydivers and potential skydivers, would be members trying to calm down the customers by sharing own experiences etc.

Services marketing is tightly attached to word-of-mouth marketing, because services are perishable and intangible, and therefore cannot be returned. In Skydive Pori's case, the potential skydivers may for example ask for recommendations from people, who have already experienced skydiving, or they may even examine the level of experience of the club's skydiving instructors (Blythe 2012, 261).

## 5.2 Marketing mix of 7 Ps

Marketing mix is a tool containing the areas of marketing activities that organizations need to take into consideration. The first marketing mix model was the model of 4Ps, which was described by marketing professor Edmund McCarthy in 1960. In 1981, Booms and Bitner described the extended marketing mix model of 7 Ps (Bergström 2009, 20; Blythe 2012, 11).

The first four Ps of marketing mix are product, price, place and promotions. These Ps are important especially when marketing physical goods. The extended marketing mix with the three additional Ps, people, process and physical evidence, is more suitable mix for service providers (Blythe 2012, 11-12).

### 5.2.1 Product and price

In the service marketing mix, product refers to the service product that consists of a core product responding to the customer's primary need, and an array of supplementary service elements helping the customer to use the core product effectively. Supplementary service elements also enhance the value of the core product increasing its appeal at the same time (Lovelock 2007, 23;70).

The core product of Skydive Pori varies with the customer groups. The core product for existing customers, i.e. the members, is practicing a hobby. For draftee and tandem skydiving customers, the core product is getting a new experience, while the customer, who has ordered a skydiving demonstration, is benefiting an impressive show of four skydivers falling down with their parachutes. Although supplementary service elements are more important in highly competitive field, such as the hotel business, the supplementary service elements in Skydive Pori would be for example helpful and caring skydiving instructors/staff, or shooting a video of the customer's jump.

Price refers to the value exchange between the service provider and its customers. In case of for-profit service providers, the pricing strategy is the way to generate income to offset the costs of providing services and create a surplus for profits. In case of nonprofit service providers, the pricing strategy is the financial mechanism that is used for covering the costs of provided services without creating any or only a small surplus (Lovelock 2007, 24; McLeish 2010, 18).

Skydive Pori's pricing strategy is to cover the costs of providing services and creating a small surplus to ensuring the continuation of the association. In Skydive Pori, a tandem jump costs €350 for customers, and for Skydive Pori, the cost of the tandem jump is €208, making profit worth of €142. The surplus is spent for example on the gear's maintenance.

The fee of a basic course is €350 for draftees and €450 for other individual skydivers; Skydive Pori makes profit either worth of €272/€279 or €372/€379 per each new skydiver, depending on the course fee and the month of joining the FAA. The surplus is spent for example on covering the gears' maintenance costs and buying the educational materials. The more detailed list of the costs can be found as appendix 5.

As stated in the introduction chapter, the fee of a skydiving demonstration is not fixed; the basic fee is up from €100. As it stands, the price of €100 would create surplus of four euros (a load of four skydivers costs €96 for the club).

### 5.2.2 Place and promotion

Place in the service marketing mix refers to the place and time for delivering the service or its product elements. Delivery may happen through physical or electronic channels, or sometimes through the both options; the choice of channel depends on the nature of the service. Since skydiving is a high-contact service, Skydive Pori delivers its services directly to the end customers (Lovelock 2007, 23-24).



One part of the service marketing mix is promotion that is often educational, especially when service providers are looking for new customers. The potential customers need to be taught about the benefits of the providers' services, and where and when to obtain them. Communications may be delivered for example by individuals, such as salespeople, by the front-line staff, at websites, or through a wide range of advertising media (Lovelock 2007, 25). The integrated marketing communications mix for Skydive Pori can be found from the chapter 5.3.

### 5.2.3 People, process and physical evidence

People is one of the additional Ps of the marketing mix; it refers to the people working in and for the service providing organization. Personnel can have a major effect on how customers experience the provided service, therefore it is recommendable to devote effort to training and motivating the staff. (Lovelock 2007, 25)

In Skydive Pori, the members can be seen as the club's staff, because all of the members represent Skydive Pori. The members, especially the most active ones, are motivated in guiding and sharing their own experiences. Many of the active members are skydiving instructors as well.

Process, the second additional Ps of the marketing mix, is a part of service delivery. Process focuses not only on what the service provider does, but also how the service providers does it; service delivery process specifies how operating and delivery system link together to create the promised value proposition. When the provided service is high-contact, which requires customers to co-produce the service, and therefore experiencing the service process, good-quality service delivery is highly important (Lovelock 2007, 27; 231-233).

The last of the additional Ps of the marketing mix is physical evidence. Physical evidence refers to the service environment, which provides tangible evidence of the service provider's service quality; the appearance of buildings, interior furnishing, equipment, printed materials etc. Service providers need to manage physical evidence carefully, because it may have an effect on customers' impressions (Loveloock 2007, 25)

The overall appearance of the club is somewhat tragicomic. The club house is an old garage, which was built by the German army in the beginning of 1940's. The building is in its original condition, except for some minor improvements and needed fixes. Skydive Pori's aircraft (OH-CAD) turns 50 years old in 2013. Although the aircraft is in a good condition, some may still have second thoughts when they hear the aircraft's year of registration. The interior of the club house is designed by the members, and it reflects the members' sense of humor; all the couches are old, and so are the tables, which are also full of different kind of texts and drawings. Unfortunately, there is not much that could be done in order to improve the club house's condition, because the club simply cannot afford any bigger renovations.

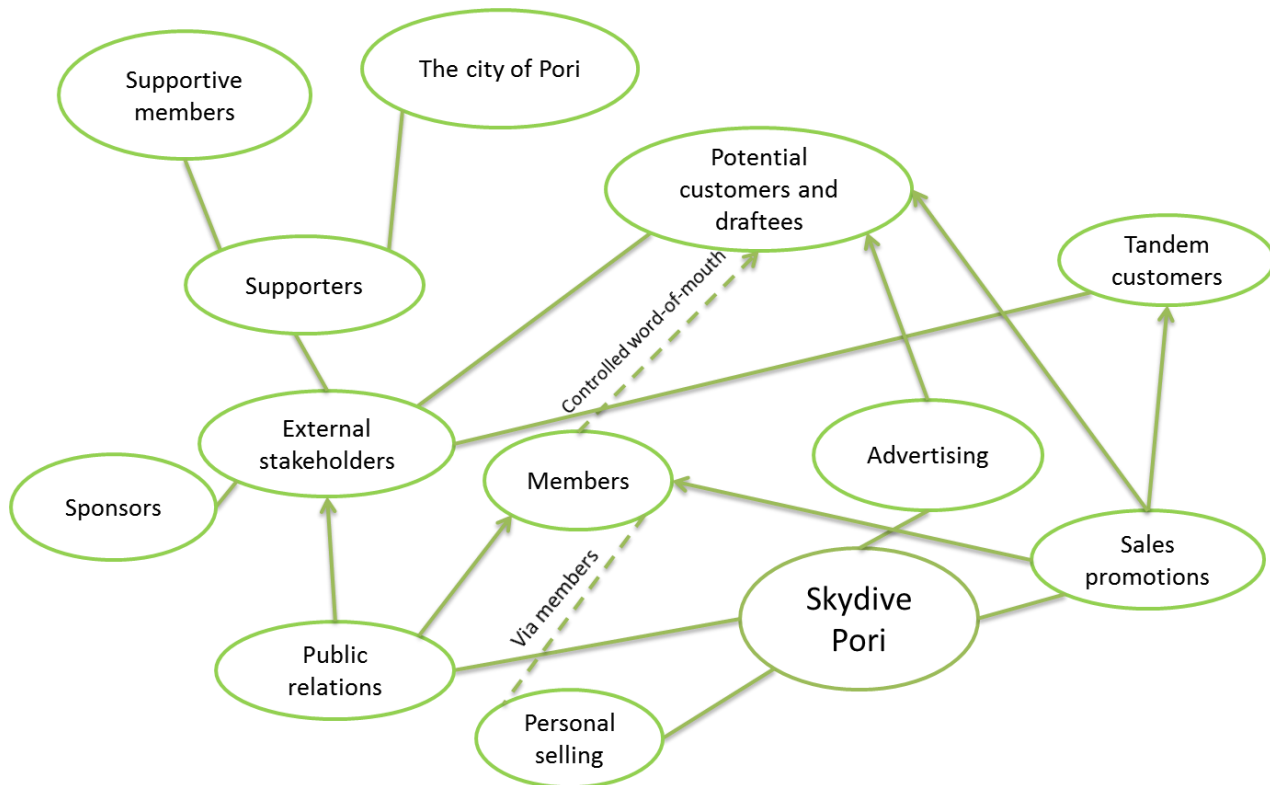
The technology equipment, however, are relatively new; for example the skydiving instructors tend to renew their cameras every now and then, and the lessons' slides are being presented via an HD video projector. And the most important, the skydiving gears are in excellent shape also by their appearances.

### 5.3 Integrated marketing communications mix for Skydive Pori

Marketing communications, originally known as *promotion*, is the combination of elements, activities and techniques organizations can use to reach their target audiences. By advertising, sales promotion, public relations, sponsorship, direct marketing and personal selling, or a mix of the above-mentioned tools can carry an organization's promise to its' target audience. This promise might refer to a product's/service's qualities and features, or then focus on a product's/service's utilities, the functional and emotional feelings that customers may feel and enjoy while purchasing and consuming this certain product/service. (Fill 2011, 7; Govoni 2003, 123)

The marketing communications mix for Skydive Pori is consisted of advertising, personal selling, sales promotions and public relations. The tools are chosen by their characteristics and their suitability for the club's marketing budget.

Figure 8. Skydive Pori's marketing communications mix and its target audiences.



The evaluation process is a key part of marketing communications, because the findings and the results of the process ease up with future marketing communications management decisions by providing indicators and benchmarks. The evaluation process is also used for ensuring the strategy's efficient execution, the extraction of the full potential of the different promotional tools', and the economical use of the resources (Fill 2011, 154).

The performance of the whole marketing communications mix for Skydive Pori could be measured for example with feedback surveys given to the people participating in the skydiving courses. The functionality of the sales promotions targeted at the members, could also be measured with a survey. At the end of every season, the board could sum up the feedback, and decide whether to continue with the same

communications plan or does it need to be developed. The examples of the feedback surveys for skydivers can be found from the appendix 6.

### 5.3.1 Advertising

The main idea of advertising is to engage people to the advertised product or service. Engaging happens by creating awareness and changing perceptions or attitudes, building brand values, and influencing “calls-to-action” behavior. However, advertising is poor at provoking or changing behavior, therefore it is essential not to have only advertising as a tool of getting target customers to react, but using a mix of marketing communication tools would more likely to cause for example a behavioral change (Fill, C. 2011, 223).

Pictures used in advertising can be considered as attention grabbers, because people examine the visual elements before the verbal elements (Spielberger 2004, 58). Pictures can also provide information about the product’s features or the service’s benefits. Pictures may as well create a mood or a feeling, or even an unique brand image (O’Guinn 2008, 408).

At the moment, Skydive Pori does not advertise its services, because the results of the earlier advertising efforts have never shown any concrete benefit, or at least the club has never measured the amount of the possible benefit. In August 2012, the club made a deal with Bar Soma; the club’s advertisements were seen on the screens placed above the Bar Soma’s counter for some amount of times, and as an exchange, two of the employees of Bar Soma got free basic courses. The possible benefit of the deal is yet to be seen.

According to the results of the marketing research, 99 % of the 18-34-year-old respondents use Facebook at least once a week. The actual rate of usage of Facebook may be lower, but assumingly high enough to be worthwhile of using Facebook as one of the marketing channels for Skydive Pori’s services.

Advertising on Facebook starts with creating a Facebook page. After setting up the new page, advertisers can decide whether they would like to advertise the page or not. If they choose to advertise on Facebook, they have two options; they can either choose the cost per click advertising, which means the advertisement's cost is based on the clicks it receives, such as 'likes', or the cost per thousand impressions advertising, which means the advertisement's cost is based on how many times the advertisement is viewed. The advertiser can then choose the amount of money to invest in advertising by setting a *daily budget* or a *lifetime budget* (Facebook 2013). As a downside of Facebook advertising is the fact that Facebook does not share detailed information about the pricing until the advertiser decides to advertise on Facebook; as an example, the advertiser does not know where the advertisement is going to be placed at the site, and how many times it is going to be showed to the Facebook users.

Before starting to consider about paying for advertising on Facebook, Skydive Pori should first develop its already created Facebook page. The current page contains only the club's address, therefore the page needs to be developed by adding full contact information, pictures, videos and a description of the sport. The page should also contain information about the upcoming events and basic courses.

Another potential advertising action for Skydive Pori would be creating a magazine alike brochure. The brochure's style differs according to its purpose; if it is to get sales leads, the brochure does need to be in full color, lavish, and expensive. But if it is to get orders, then the brochure should be lavish (Marvin 2004, 146).

The front cover of the brochure should contain a big attractive picture and an effective headline in order to get the reader to turn the page. The brochure's first spread should describe the advantages of purchasing the advertised product or service. The spread should also include different headlines and pictures running across the pages. On the last few pages of the brochure, the reader should be informed about the details of the advertised product or service. The last pages should also contain testimonials or guarantees in order to convince the reader (Marvin 2004, 148).

The purpose of Skydive Pori's brochure is to inform people about skydiving, and to get new members. Therefore, the brochure's contents could for example be somewhat based on the marketing research's respondents' feelings about skydiving, and their opinion about the advertisements' contents; for example, the brochure could include information about the safety of the sport, skydivers' own stories about skydiving, and details about the upcoming courses.

Creating a ready-paginated, 11-page-long brochure, with a page size of A5, would take approximately 10 working hours. The lowest subcontract price was offered by Paino Tarkat Oy; a hundred of these ready-made brochures would cost €186 when subcontracted by Paino Tarkat Oy. Skydive Pori could distribute the brochures for example by dealing them to different universities, handing them out when potential customers drop by the club, and sending a few brochures to the garrisons of Säkylä and Niinisalo. The brochure could also be sent to a few local newspapers' offices and the club's supporters as a means of public relations.

Along the printed brochure, the club could publish a digital version of the brochure as well. The digital version could be distributed for example through Facebook. The budget for the brochure can be found from appendix 7, and the brochure can be found from appendix 8.

A flyer is relatively inexpensive type of an advertisement. It is intended for wide distribution, and therefore commonly distributed in public places. Studies suggest that the reader looks first at the pictures, and then the headline. Therefore, the designer of the flyer should focus on creating an effective headline that draws the reader into the copy. An effective headline promises a benefit, asks a question or makes a statement (Jacobs 2004, 143-144). By creating a two-sided flyer, the flyer's communication value could be increased (Whitbread 2009, 149).

Skydive Pori could create two flyers, one for potential individual skydivers and one for potential tandem customers. The flyers could be distributed during the events Skydive Pori is attending by the ground people (the members supervising the skydivers' landing area). The flyers could also include some sort of a sales promotion, such as price discounts of basic and tandem courses within a specific period of time.

Creating a flyer of a size of A5 would take approximately two working hours, including the time spent on printing out the flyers. A total of hundred pieces of these flyers would cost approximately € 14 (see appendix 7). The front side of the flyer targeted to the potential individual skydivers could be for example the most liked advertisement picture of the marketing research for Skydive Pori. The picture itself already includes a statement, therefore any added headline is not needed. Because the picture includes also the website, the information on the back side of the flyer could include details such as the basic course's discount price, the period of time the special price is valid, and the contact person's phone number.

The flyer targeted to the potential tandem customers could be similar to the other flyer. The flyer would be the same size, and its front side could be a picture of a tandem jump including similar statement as written in the other flyer's picture. The back side of the flyer could also similar by containing information about the tandem course's special price, its period of validity, and the contact person's phone number.

Figure 9. The front side of the flyer for potential individual skydivers (Picture: Salminen 2009).



Figure 10. The back side of the flyer for potential individual skydivers (Picture: Salminen 2009).

**If you were able to imagine yourself in the picture, we have some news for you..**

Skydive Pori arranges a basic skydiving course for a special price of 400 euros! You don't have to imagine yourself in the picture anymore, you will be in the picture.

**Call now and reserve your slot from the next load!**

Skydive Pori  
0400 474 557

**This special offer is valid only through the courses held in August and September.**




Figure 11. The front side of the flyer for potential tandem customers (Picture: Lähdetkorpi 2011).



**You and your instructor**

↓ 200 km/h

**www.satlu.fi**



Figure 12. The back side of the flyer for potential tandem customers (Logo: Heino 2008)



### 5.3.2 Sales promotion

Sales promotion is used as means to accelerate sales; the acceleration refers to the aim when organizations encourage customers to buy a product or service rather sooner than later. For example price deals, coupons and gifts can be seen as the inducements of sales promotion, and these inducements are presented as an added value to the basic product. (Fill 2011, 302; Kotler 2009, 523)

There are a wide range of tools that can be used as sales promotion, and those tools can be divided into two groups by their value elements; value-increasing and value-adding elements. In value-increasing tools, the value is increased by lowering the price of the product or service, or by offering changes to the product or service quantity or quality. These tools are generally used and perceived as effective over the short term. Value-increasing tools contain discount pricing, coupons, payment terms

such as interest-free credit, refunds, guarantees, multipack or multi-buys, quantity increases and buybacks. In value-adding tools, the value is added by offering something 'extra' while leaving the core product and price unchanged. These tools have the potential to add value over the longer term. Value-added tools contain samples, special features (i.e. limited editions), valued packaging, product trial, different kinds of premiums, gift coupons, brochures/catalogues, clubs or loyalty programmes or competition/prize draws. (Fill 2011, 303; Lovelock 2007, 171)

The sales promotion methods can be divided by whom the methods are oriented to; distributor-oriented and consumer-oriented. Distributor-oriented methods contain for example training and support for resellers by the manufacturers, advertising allowances, and buy-backs. Consumer-oriented methods contain for example sampling, price-offs, bonus packs, and premiums (Fill 2011, 310-311).

Skydive Pori is not a newbie in the field of sales promotion. For several years, the club has been using different value-increasing tools to accelerate its sales; for example discounts in prices and quantity increases. Skydive Pori has also offered free tandem jumps as prizes for the potential customers participating in draws organized by the club. Though, the results of using these tools have never been measured properly.

As shown in the appendix 5, the costs of tandem skydiving are quite high for the club. Therefore, offering a free tandem jump may not be the best prize of a draw, especially when the winner of the draw does not continue skydiving by buying a basic course. Even a 50 % of discount in the price of a tandem jump would not be worthwhile, since within the last two seasons, only two out of 88 tandem customers, that is 2,3 % bought also a basic course. But customers, who participate in basic courses, are more likely to continue skydiving; within the last two seasons, 20 out of 60 individual skydivers, that is 33,3 % did not continue skydiving after their first jump. If Skydive Pori offered a free basic course as the prize of a draw, it would cost €130 less for the club, and the club would more likely to get a new member. The prize draw could be held for example two times a year, and through the club's Facebook page.

Another possible sales promotion targeted at potential individual skydivers could be a price discount in the price of a basic course. One discount price option can be seen in figure 10: the discount price is €400, that is €50 less than normal. The cost for Skydive Pori could be seen as the €50 discount of the price. There could be similar type of sales promotion targeted at potential tandem skydivers as well (as can be seen in figure 12).

In the end of September 2012, Skydive Pori used discounts in the jump prices. If a member jumped three jumps, each worth of €24, during the certain weekend, the third jump was 50 % cheaper. In total of 48 jumps were jumped during that weekend. When that amount is compared to other similar (same kind of weather etc.) weekends without price discounts, the amount of jumps jumped during that weekend is on average level, therefore any intended sales acceleration never happened. The late timing of the announcement of the special weekend may have been the reason why the accelerating attempt did not work; the members were told about the weekend only a day before. As an idea, this kind of sales promotion, when it is announced early enough, and especially when valid during the first and the last weeks of the season, would most likely to accelerate the sales, because skydivers are lacking interest during those weeks.

Another possibility of using discounts in prices, would be integrating the sales acceleration with skydiving demonstrations during the events happening in Pori. If the licensed skydivers were willing to participate in the club's marketing by paying for their own jumps, they would get the jumps cheaper, for example instead of paying the full price of €24, they would pay €18 per jump. The advantage for the skydivers would be the possibility to land somewhere else than to the regular drop zone, and at the same, the club's costs of the skydiving demonstrations would be 75 % less.

As a new way of accelerating the sales, besides rewarding the most active skydivers, would be 50 % of discount in the price of the 10-jumps card. The 10-jumps card's normal price for Skydive Pori's members is €230, and for the club, the cost is €240. If the three most active skydivers, for example the most active student, the most active licensed skydiver, and the most active skydiving instructor, were awarded by getting the discount, it would cost €360 for the club, but the advantage would be in-

creased sales, and the possibility for the club to show its appreciation to the active skydivers.

### 5.3.3 Public relations and word-of-mouth communication

Public relations is a management activity to be used when an organization is attempting to shape its stakeholders' attitudes and opinions about the organization. It stands out from the other elements of the marketing communications mix by for example not requiring any invested money, therefore it is available also for nonprofit organizations (Fill 2011, 250). Currently, Skydive Pori does not practice any intended public relations actions.

Public relations usually has four core stakeholder groups as target audiences: Employees, financial groups, customers, and organizations and communities (Fill 2011, 252-253). The target audiences of Skydive Pori's public relations could be divided into the following three core groups: Members, customers, and supporters.

The members of Skydive Pori are the club's key stakeholders. They represent a major opportunity to use word-of-mouth communications, therefore building trust between the club and the members, and maintaining the members' positive image of the club is highly important. The positive and trustworthy image can be maintained by the club being open about everything that happens around Skydive Pori, because it makes the members feel more important and truly being a part of the organization (Blythe 2012, 211; Vuokko 2007, 173).

Through public relations, Skydive Pori could try to improve the image of the sport and the club in the eyes of the potential customers and supporters. According to the results of the marketing research, 25 % of the respondents regard skydiving as a scary sport, therefore creating and maintaining an image of a relatively safe extreme sport when practiced according to the instructions and in an association that cares for its members, would make a change in the potential customers' minds in the long-term.

This could be done for example by organizing a safety day for Skydive Pori's members. The event would consist of a theory and a practice part; how to act in different situations, such as when a skydiver gets injured, and when a skydiver lands somewhere else than to the intended drop zone. The event could be done in co-operation with the rescue department of Satakunta, which could attract also the local newspapers to come over and write a news story about the event. Besides of the improved image, a news story about the event would also raise the visibility of the club, it could generate interest, and possibly build relationships in forms of new customers or new supporters.

Word-of-mouth is one the most powerful medium in existence, because it is interactive by involving a discussion between two or more people, it allows for feedback and confirmation of the messages, and when practiced by a disinterested friend or acquaintance, it is more credible when compared to the communications generated by marketers. The problem of word-of-mouth communication is that organizations cannot control what people talk to each other about the organizations' products or services, therefore the communication can be either positive or negative, and as a downside of the word-of-mouth communication for organizations, is that bad news often travels twice as fast as good news (Blythe 2012, 219).

Although word-of-mouth communication is uncontrollable, there are a few methods for organizations to use to encourage positive word-of-mouth communication. The methods that are suitable for Skydive Pori, are for example a press release with a good, newsworthy story, because it usually stimulates discussion, and promotional clothing, because clothing often excites comments from friends and acquaintances (Blythe 2012, 220).

#### 5.3.4 Personal selling

Personal selling is a part of relationship marketing, and lately it has become more and more important in the communications mix. Personal selling is about dyadic communication that involves two people in the communication process; the sales representative and the potential customer. Personal selling differs from the other

marketing communications tools by its nature of being personal and its' potency to be tailored (Fill 2011, 289).

Because personal selling is more like a conversation rather than a sales speech, it enables the sales representative to get close enough to the potential customer to overcome their possible objections, to provide them information quickly, to respond to their overall needs, and encourage them to act rather now than later. Therefore the sales representative gets close enough to the potential customer to induce a change in behavior (Fill 2011, 289; Blythe 2012, 206).

By combining personal selling with word-of-mouth communication, the outcome is controlled word-of-mouth. Traditionally, controlled word-of-mouth communication is practiced by hired individuals, who spread positive information about a product or a service without making it obvious to potential customers that the individuals are getting paid for spreading the word (Sharma 2009, 248). From the point of view of Skydive Pori, all the members are being seen as sales representatives of the club, but from the potential customer's point of view, they are just hobbyists, who are enthusiastic about their own hobby, and want the others to experience it, too.

Skydive Pori has not have to prepare the members to give any sales speeches; every member knows when the basic courses start, how much the courses cost, what they include etc. The members are also able to tell about the possibility of tandem skydiving, how much it costs, and to who to call. Although the members know what to say to potential skydivers, they could also encourage them to drop by the club.

#### 5.4 Integrated event and guerilla marketing

Event marketing is a relatively new term in the field of marketing. It refers to the conjunction of marketing and events, but the term is being defined in a few different ways. According to Vallo (2008, 19), event marketing is generally defined as a strategically planned action, where organization uses memorable events as tools to communicate with the organization's target audiences in advanced planned environ-

ment. Therefore event marketing is often perceived as a part of an organization's marketing communications mix (Vallo 2008, 20).

If an organization is using unusual ways to market products or services with a low marketing budget, it is called guerilla marketing. The first book about guerilla marketing was published in 1983 by Jay C. Levinson, and the book was aimed at small business owners operating with low budgets. In a way, nonprofit organizations can be considered as small businesses, because of their low marketing budgets, or nonexistent budgets (Parantainen 2005, 21).

Skydive Pori is a nonprofit organization selling uncommon services. Therefore, the club should take advantage of the uncommonness, and use its' own services as a part of guerilla marketing. As an example, while people are wandering around in area of the Pori Jazz festival, how many of them expect skydivers landing right next to them? If Skydive Pori targets its' guerilla marketing to the events, which target customers are likely the same as Skydive Pori's, and distributes its advertisements during those events, the volume of sales could increase. The budget for the events can be found from the appendix 9.

#### 5.4.1 Pori Jazz festival

Pori Jazz is the biggest summer festival within the Pori area; in 2012, the attendance of the festival was around 140.000 people. The festival is popular also among the respondents of the marketing research for Skydive Pori (Pori Jazz 2013).

In earlier years, Pori Jazz has not shown any interest towards skydiving demonstrations, therefore contacting for example Carlsberg or Iltasanomat, which are the main partners of Pori Jazz in 2013, would be an idea to execute. Another idea would be contacting for example DNA or another big company, whose target customers are attending the festival, but that is not in any co-operation with Pori Jazz (Pori Jazz 2013).

According to Eetu Lähdetkorpi (interview 2012), it is possible to jump with a banner of a size of 1 x 2,5 meters. The banner is not big, but history has shown, that it is visible enough to get people's attention.

For Skydive Pori, the main advantages of skydiving and landing at or near the Pori Jazz festival would be an inexpensive way to market skydiving, the club would gain visibility among the potential customers, and a possibility to land to an unusual drop zone would be created for the skydivers. The only probable disadvantage is the possible confrontation with the police officers, which means only one load's landing within the festival area is possible. Therefore, it is essential to find a company to co-operate with.

An ideal situation would be at least one paid advertising load, and four regular loads. In this situation, the costs of the event for Skydive Pori would be €96, if the skydivers were willing to pay for their own jumps. The sales promotion of 25 % of discount in a jump price would be valid during the event.

The safety of the skydivers and the audience would be secured by the club's members isolating the drop zone. The isolation requires at least six volunteers, but the more the merrier. During the event, the members could use controlled word-of-mouth communication by having conversations with whoever comes over, and after the skydivers have landed, the members could deal for example flyers.

#### 5.4.2 Porispere

Porispere is a fairly new festival with the attendance of 14.000 people (in 2012). The festival is also the second popular event among the respondents of the marketing research for Skydive Pori (Radio Pori 2012). Although Porispere is a lot smaller festival than Pori Jazz, the values and attitudes of the festival organizer appears to be more alike with Skydive Pori's values and attitudes, therefore the club should try to build a partnership with the festival organizer.



In 2013, Porispere has a few local organizations as partners: Radio Pori, Satakunnan Osuuskauppa, and Lähitapiola. Skydive Pori could try to make a deal also with Satakunnan Osuuskauppa and Lähitapiola to popularize itself as a possible marketing partner for the local organizations.

Radio Pori has already shown interest towards Skydive Pori by offering a 10-second commercial that is going to be repeated 16 times as an exchange of the radio channel's advertisements being printed on the skydiving students' suits. Skydive Pori could develop the partnership with Radio Pori by offering a free basic course as an exchange of an interview held either on the radio or in front of the festival audience.

The ideal situation would be the same as it would be with the Pori Jazz festival; five loads, in which at least one is for advertising a partner organization. The festival area of Porispere is an advantage and a challenge at the same time. Because there are less people, the drop zone is bigger and therefore more skydiving-friendly from the point of view of safety, but the festival is held in the middle of the park that is surrounded by trees, which creates the challenge for succeeding in the intended way of advertising, i.e. do people see the skydivers and the possible banners before the skydivers have to prepare for landing. Like during the Pori Jazz festival, the members could be in interaction with the audience while skydivers are still in the air, and deal flyers after the skydivers have landed.

#### 5.4.3 Safety day

The first safety day for the members of Skydive Pori was held in May 2012. The day was organized by a health care student, Joonas Vuorio, as a part of his thesis concerning safety in skydiving. The day included a lecture about common accidents and how to act in case of a certain injury. The members also practiced CPR with a practice doll.

By making the safety day bigger, and organizing it in co-operation with the rescue department of Satakunta, would benefit the both parties. The rescue department of Satakunta and the members of Skydive Pori would get an opportunity to rehearse and

maintain their skills in different emergency situations. If for example Satakunnan Kansa, which was read by 55 % of the respondents of the marketing research for Skydive Pori, and possibly the local radio channels get interested of the event, the club's image could be improved to a more positive one.

## 6 CONCLUSION

The purpose of this thesis was to create a base for Skydive Pori's marketing. The outcome is a marketing plan that is designed in a way that it can be executed for the next three years. The marketing plan was based on theory, the results of the marketing research and the SWOT-analyses created by the members of Skydive Pori. The advertising materials were developed by me and the other members of Skydive Pori.

The members brought up very important things in their SWOT-analyses, which should be discussed by the board. The board should also try to find solutions to the problems brought up in the members' SWOT-analyses.

One of the weaknesses was the lack of skydiving demonstrations' advertising; the issue with advertising the demonstrations is the undefined price of the service. As a solution to the issue, the board should first set a fixed price, and then consider about the advertising of the service.

Another weakness that was left out of the marketing plan was the issue with unscheduled operating times; the unscheduled operating times is an issue mainly for the members of the other skydiving clubs. It is common, that skydiving clubs have scheduled operating times, but scheduling the operating times for Skydive Pori is difficult, because the club is currently lacking both pilots and skydivers. If the situation gets better and becomes steady, then the members could decide the operating times, which could also be added for example to the club's website.

One of the opportunities was to host skydiving boogies in order to get free publicity. History has shown that boogies are usually newsworthy happenings, and therefore worthwhile of organizing. The reason why boogie events were left out of the marketing plan, is simply because the other Finnish skydiving clubs, who are the target audiences when marketing skydiving boogies, are not the target audiences of the Skydive Pori's services.

The SWOT-analyses included also some serious threats: the lack of active skydivers because of the lack of transponder, and the possibility of the Pori Airport turning into a non-commercial airport. Although they are not threatening directly the club's marketing, but they are threatening the club and its existence, and therefore the threats are being taken into consideration in this thesis.

All in all, the thesis creating process has been a learning experience especially for me, as the author of the thesis, and for the board that is now more aware of the things related to marketing; especially who are the target audiences of the club, and how important collecting feedback really is. Because of the members' assistance, I was able to create a marketing plan that has already been approved by the board and the other members of Skydive Pori.

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## SWOT by the members of Skydive Pori

### 1. Strengths

- Location – close to the city, “continuous visibility” when it’s a jumping day
- Possibility to jump to Kirjurinluoto and Yyteri – has been used
- Different kinds of boogies
- “moving” marketing (part of guerilla marketing) – members wear Skydive Pori-clothes all around
- Unique as a sport
- Action happening during weekdays
- A lot of tandem customers

### 2. Weaknesses

- Advertising – deficient and irregular
  - \* The board isn’t interested in putting money on marketing – “doesn’t make a difference in amount of participants”
- Volunteer work is off the track -> only a few people is doing something (marketing is included in chairman’s list of responsibilities)
- Skydiving demonstrations are not advertised (nor marketed) at all
- Existing members are not interested enough to come skydiving in Pori
- Nobody is having “the reins”
- Action times are completely random – what about a calender on the internet?
- The only advertisement was located stupidly
- SatLu used to collect feedback from the participants of basic courses (e.g. where did they get to know about skydiving and such and such). Why not anymore?

### 3. Opportunities

- Boogies – visibility (news etc.)
- Restart of collecting course feedback
- New websites
- Hanna the SK’s photographer
- Gaining visibility in eyes of the people driving by the club
- Networking / cooperation

#### 4. Threats

- People, who writes bad stuff on papers etc.
- Skydiver's own behavior: "Heros" tend to show off a bit too much, and may harm the viewers by doing something stupid (when landing somewhere else than at the dropzone)
- Trafi – rules and regulations -> already missing a transponder, which would allow us to go higher -> active members go skydiving somewhere else, and people from other clubs don't wanna come in Pori to skydive -> what else Trafi decides?
- Is Pori going to be a non-commercial airport?



Satakunnan Kansa, 23.1.2013 (referred 13.3.2013)

<http://www.satakunnankansa.fi/Satakunta/1194790566878/artikkeli/porin+lentoasema+on+yksi+tappiollisimmista.html>

Porin lentoasema on yksi tappiollisimmista

Vuonna 2011 Porin lentoasemalla oli noin 54 000 matkustajaa. Porin taakse jäivät vain Maarianhaminan, Enontekiön, Savonlinnan ja Varkauden kentät.

Porin lentoasema on yksi Suomen vähiten kannattavimmista asemista.

Suomen kannattavimmat lentoasemat ovat Helsinki, Oulu ja Turku. Porin ohella vähiten kannattavia ovat Kemi-Tornio ja Jyväskylä.

Näin laski liikenne- ja viestintäministeriölle selvitystyötä tehnyt konsulttitoimisto Inspira. Lista perustuu lentokenttien tappiollisuuden ja suhteellisen tuloksen keskiarvoon.

Kannattavuuserojen tärkein selittävä tekijä on lentoasemakohtaiset lentoliikenteen volyymit. Vuonna 2011 Porin kentällä oli 54 056 matkustajaa. Samana vuonna Oulussa matkustajia oli noin 974 000 ja Helsingissä melkein 14,9 miljoonaa.

Toisaalta Tampereella matkustajamäärät olivat kärkipäätä lähes 660 000 tuhannella matkustajalla. Tampere kuitenkin painui kannattavuuslistassa puoliväliin, koska se oli yksi Suomen tappiollisimmista lentoasemista. Sitä tappiollisempia olivat vain Jyväskylä, Pori ja Kuopio.

## Survey about skydiving

\* Required

### Basic information

Gender \*

Age \*

### Social media sites

Which social media sites do you use most often? \* Choose the sites you use at least once a week. If the list doesn't include the site you use, please choose 'other' and specify.

- ☐ I don't use any social media sites or I use them less often
- ☐ Facebook
- ☐ Flickr
- ☐ Flixter
- ☐ Myspace
- ☐ Twitter
- ☐ Vimeo
- ☐ Youtube
- ☐ Other:

### The radio and newspapers

Do you listen to the local radio? \* Choose the channel you listen to at least once a week.

Do you read the local newspapers? \* Choose the newspapers you read at least once a week. If the list doesn't include the local newspaper you read, please choose 'other' and specify.

- ☐ I don't read the local newspapers or I read them less often
- ☐ Satakunnan Kansa
- ☐ Satakunnan Viikko
- ☐ Porin Sanomat
- ☐ Uusi Pori

- ☐ Länsi-Suomi
- ☐ Uusi Rauma
- ☐ Other:

## Events

Do you attend the local events? \* Choose the events you have attended in the past or you are planning to attend in future.

- ☐ I haven't attended / planned to attend any local events
- ☐ Pori Jazz
- ☐ Porispere
- ☐ KirjuriOpen (formerly known as IccoRock)
- ☐ Harness racing events
- ☐ Events organized at Pori Stadion

## Skydiving

What do you think about skydiving? \* Please, describe your thoughts with a few adjectives. Separate your words with commas.

Have you ever jumped either tandem jump or individual jump? \*

Did you know that there is a skydiving club in Pori? \*

Have you ever seen skydivers up in the sky of Pori? \*

## Skydiving advertisements

You can see three different advertisements below. Choose the advertisement that appeals you more than the other two.

Option 1



☐ This is the one

Option 2



☐ This is the one



Option 3

- ☐ This is the one

What kind of information should a skydiving club's advertisement include? \* Choose as many as you think is important. You can also add your own option by choosing 'other'.

- ☐ Prices
- ☐ Location of the club
- ☐ Website
- ☐ Phone number
- ☐ Opening hours
- ☐ Health requirements
- ☐ Information about safety
- ☐ Other:

## Marketing plan for Skydive Pori (2013-2015)

### 1. The current situation

#### Strengths and weaknesses:

- The permission of using land within the Pori area (enables the club to use different drop zones)
- The uniqueness of the sport (can be used as a part of guerilla marketing)
- The deficiency and irregularity of advertising

#### Opportunities and threats:

- Collecting feedback from basic courses' customers, tandem customers and members
- The lack of active members

#### The needed changes of marketing:

- Wider use of the permission of using land in order to gain more visibility
- The uniqueness of the sport combined with the permission of using land can be used as guerilla marketing
- Well-planned advertisements, regular and well-thought distribution of the advertisements

### 2. Objectives and strategies

Skydive Pori is primarily aiming at getting new skydivers, and retaining the old ones. The secondary objective is to build up relationships with the other stakeholders of the club. The club's marketing communications mix is designed in a way that it supports the aims of the club; the mix is integrated and contains advertising, sales promotions, public relations, personal selling.

### 3. Marketing actions

- Internal marketing – sales promotions:
  1. Every 3rd jump is -50 %
    - Execution times: 4.-5.5.2013 and 28.-29.9.2013; 19.-20.4.2014 and 27.-28.9.2014; 25.-26.4.2015 and 26.-27.2015
    - Advertised through Facebook and the club's forum by the secretary of the season. The announcement dates: 20.4. and 14.9.2013; 5.4. and 13.9.2014; 11.4. and 12.9.2015

2. 25 % of discount in jump prices
  - Execution times: Pori Jazz; 19.-20.7.2013 and the festival's last Friday and Saturday in 2014 and 2015; Porispere; 2.-3.8.2013 and the Friday and Saturday of the event in 2014 and 2015
  - Advertised through Facebook and the club's forum by the secretary of the season. The announcement dates: Pori Jazz; 5.7.2013 and two weeks before the execution dates in 2014 and 2015; Porispere; 19.7.2013 and two weeks before the execution dates in 2014 and 2015
3. 50 % of discount of 10 jumps card
  - For the three most active skydivers of the season; skydiving instructor, licensed skydiver, student skydiver
  - Execution times: Starting from 1.5.2013 and ending on the last day of the season; throughout the seasons 2014 and 2015
  - Advertised through Facebook and the club's forum by the secretary of the season. The announcement dates: 17.4.2013; two weeks before the beginning of the seasons 2014 and 2015
- External marketing – advertising, sales promotion, personal selling, and public relations:
  1. Facebook page
    - Updated throughout the year by the board members
  2. Brochure
    - Releasing days: 29.4.2013; three weeks before the beginning of the seasons 2014 and 2015
    - Distributed to the offices of Satakunnan Kansa and Porin sanomat, the universities of SAMK and UCPori, garrisons of Säkylä and Niinisalo, the office of sports and leisure of the city of Pori, the sponsors and the other partners. Handed out to potential customers dropping by the club
    - Designed in the first board meeting of the year, edited by Margus and/or Kirsi
  3. Flyers
    - Releasing days: During the attending to Pori Jazz and Porispere
    - Distributed to the potential customers by the ground people
    - Designed in the June's board meeting, edited by Margus and/or Kirsi
  4. Free basic course as a prize of a draw



- Execution times of the draws: 22.4. and 19.8.2013; 24.3. and 18.8.2014; 23.3. and 24.8.2015
  - Distributed through Facebook, announced by the board members
5. Controlled word-of-mouth
- Execution times: throughout the year, especially during Pori Jazz and Porispere
  - Distributed by the members
6. Safety day for the members
- Execution times: 11.5.2013; 10.5.2014; 9.5.2015
  - Announced to Satakunnan Kansa, Porin Sanomat and Radio Pori by the chairman of the season. The announcement dates: 29.4.2013; 28.4.2014; 27.4.2013
7. Causing positive word-of-mouth
- Executions times: throughout the year
  - Means: by possible press releases and by the members wearing promotional clothes

#### 4. The marketing budget

##### Advertising

Facebook page	€ 0
Brochure	€ 232 / year
Flyers	€ 14 / year
<b>In total</b>	<b>€ 246 / year</b>

##### Sales promotions

Discount price of the flyers	€ 500 / year
Every 3rd jump is -50 %	€ 100 / year
25 % of discount in jump prices	€ 192 / year
50 % of discount of 10 jumps card	€ 360 / year
Free basic course as a prize of a draw	€ 149 / year
<b>In total</b>	<b>€ 801 / year</b>

**The total cost for the club** **€ 1547 / year**

## 5. The evaluation process

The performance of the whole marketing communications mix for Skydive Pori is measured with feedback surveys given to the people participating in the skydiving courses. The functionality of the sales promotions targeted at the members is also measured with a survey. At the end of every season, the board sums up the surveys, and decides whether to continue with the same communications plan or does it need to be developed.

## APPENDIX 5

### List of costs

	€
Tandem skydiving	
Price for customer	350
Costs for Skydive Pori:	
Insurance for the customer	5
A free high jump for the instructor	24
A free low jump for the cameraman	12
A load of three skydivers	72
The rent of the tandem gear	100
The total cost	208
Profit	137
Individual skydiving	
Price for customer	450
Costs for Skydive Pori:	
A free low jump for the new skydiver	12
A free low jump for the instructor (divided by three students)	4
The membership of the FAA:	
The month of joining April-June	62
The month of joining July-September	55
The total cost	78/71
Profit	372/379
Draftee skydiving	
Price for customer	350
Costs for Skydive Pori:	
A free low jump for the new skydiver	12
A free low jump for the instructor (divided by three students)	4
The membership of the FAA:	
The month of joining April-June	62
The month of joining July-September	55
The total cost	78/71
Profit	272/279



Survey for the first timers – your help is needed!

1. Sex

Male    Female

2. Age

Under 18    18-23    24-29    30-34    35-39    40-44    Over 45

3. Course of attendance

\_\_\_\_\_ (mm/yy) – individual skydivers

\_\_\_\_\_ (dd/mm/yy) – tandem skydivers

4. Where did you hear about Skydive Pori?

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Thank you for answering the survey!



Survey for the old members – your help is needed!

1. What is your opinion about the sales promotions offered during the season?

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2. Have you taken advantage of the sales promotions? If yes, which one(s)?

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Thank you for answering the survey!

### The budget for the flyers

Amounts	Costs
50 pcs for individuals	6,8 €
50 pcs for tandems	6,8 €
Materials	
Black ink (550 pages)	15 €
Blue ink (750 pages)	16 €
Yellow ink (750 pages)	16 €
Red ink (750 pages)	16 €
Printing paper (500 pages)	5 €
In total	68 €

### The budget for the brochure

Materials	Costs
100 pcs (subcontracted by Paino Tarkat Oy)	186 €
100 pcs (subcontracted by Nanofax)	223 €
100 pcs (subcontracted by Multiprint)	342 €
Working hours	
Designing	3 h
Writing	3 h
Paginating	4 h
In total	10 h
Reward of editing	
2 x high jumps (à 24)	48 €
Total costs	
100 pcs (subcontracted by Paino Tarkat Oy)	186 €
2 x high jumps	48 €
In total	234 €

The World Of  
**Skydiving**  
in Skydive Pori



Season 2013



## Yhteystiedot



Satakunnan Laskuvarjourheilijat ry  
Lentoasemantie 1  
28500 Pori

Kerho p. 02 6325790  
info@satlu.fi

### Johtokunta - 2013

Puheenjohtaja	Marko Myllymäki	0400 474557	pj@satlu.fi
Sihteeri	Kirsi Harjunpää	040 7406879	sihteeri@satlu.fi
Jäsen	Pasi Torkkeli	050 4135201	
Jäsen	Eetu Lähdetkorpi	040 7477862	
Jäsen	Ville Saine	040 8432159	
Varajäsen	Lassi Mäkynen	044 2805420	

### Muut toimihenkilöt - 2013

Turvallisuus- ja koulutuspäällikkö  
Ilkka Heino 050-65876 turvallisuuспаallikko@satlu.fi

Apulaiskoulutus- ja kalustopäällikkö  
Lassi Mäkynen 044-2805420 kalusto@satlu.fi

Tandem-vastaava  
Pasi Torkkeli 050-4135201 tandem(at)satlu.fi

Näytöshypyt  
Jarno Grönlund 044-2845623 naytos(at)satlu.fi

Lentotoiminnanjohtaja  
pilot(at)satlu.fi





## Sisällysluettelo

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Tulevia tapahtumia	10



# Keitä me olemme?

Satakunnan Laskuvarjourheilijat Ry, tai kansainvälisesti kutsuttuna Skydive Pori, on porilainen, voittoatavoittelematon yhdistys, joka on perustettu laskuvarjourheilijoille vuonna 1968. Vuonna 2012, kerhoon kuului 204 jäsentä.

Porilaisen laskuvarjourheilun harrastamisen juuret ulottuvat vuoteen 1965, jolloin Porin Ilmailukerhon alaisuuteen perustettiin laskuvarjojaosto. Lentokoneena toimi Cessna 172 Reims Rocket, jota lainattiin Turun Lentokerhon kautta. Kun laskuvarjojaoston toiminta kasvoi, jaosto muutettiin yhdistykseksi. Samalla päätettiin ostaa myös oma hyppykone, Cessna 206 Super Skywagon (OH-CWW)



OH-CWW on nykyään Hämeenlinnan Laskuvarjourheilijoiden käytössä.

Cessna 206 kävi kuitenkin isoksi, kun SatLun toiminta kävi hiljaisemmaksi. Vuonna 1983, kerho myi OH-CWW:n Turun Laskuvarjourheilijoille, joilta tuli osamaksuna SatLun nykyinen lentokone, Cessna 182 F (OH-CAD).

OH-CAD rekisteröitiin vuonna 1963, siis SatLulaisilla on käytössään tänä vuonna 50-vuotispäivään juhliva lentokone. OH-CAD, tai Bansku kavereiden kesken, on samalla Suomen vanhin käytössä-oleva hyppykone.



Bansku vuonna 2013. Koneen nimihän tulee luonnollisesti banaaninmaisesta värityksestä.

Laskuvarjokerho sijaitsee yhä samassa paikassa, eli Porin lentokentän alueella, noin kilometrin päässä lentoasemarakennuksesta.

Kerhotilana toimii Saksan armeijan vanha autotallirakennus, jota ei jostain syystä oltu miinoitettu silloin, kun vuonna 1944 Saksan armeija jätti miehittämänsä lentokentän, sekä tuhosi aikamiinoilla rakennukset ja kiitotiet. Niin sanottu ajan patina näkyy niin kerhorakennuksen ulko- kuin sisäpuolellakin.



Kerhorakennus syksyiltä 2012.

## Kerhon missio

Kerhon missio on mahdollistaa laskuvarjourheilun harrastaminen Porissa. Voittoatavoittelemattomana yhdistyksenä, missio on kuitenkin välillä haasteellinen toteuttaa. Porin kaupunki, sekä muutama kannatusjäsen ovat jo pitkään tukeneet Skydive Poria rahallisesti, mutta nousseiden polttoainehintojen, sekä Liikennevirasto Trafín asettamien rajoitusten vuoksi, hyppytoiminta on

muuttunut varsin kalliiksi, mikä näin ollen lisää haasteita toiminnan ylläpitämiseen.

## Meillä et ole yksin

Kerholaiset koostuvat erilaisista ihmisistä; mukana on eri ammattikunnan edustajia, eri paikkakunnalta kotoisin olevia, ja eri elämäntilanteissa eläviä. Heitä kaikkia kuitenkin yhdistää rakkaus laskuvarjourheiluun.

Kerholaiset muodostavat tiiviin perheen, jossa ketään ei jätetä yksin, ja jossa on aina tilaa uusille perheenjäsenille. Arjen ilot ja murheet jaetaan keskenään, ja apua löytyy sitä tarvitsevalle. Yleinen kerhohenki onkin yksi niistä syistä, miksi kerholle kokoonnutaan, vaikkei hyppytoiminta olisikaan sinä päivänä mahdollista esimerkiksi pilotin puuttumisen tai huonon kelin vuoksi.



Myös talvet vietetään yhdessä (2012)



# Elämysmatkailua Porissa

*”Uskomaton kokemus! Suosittelen tätä kaikille!”*  
Joka ikinen ensikertalainen, vuodesta 1965 alkaen.

**M**oni on varmasti nähnyt lentämisiä elämänsä aikana. Lentämisestä ei kuitenkaan tarvitse uneksia, sillä Skydive Pori tarjoaa tänäkin kesänä mahdollisuuden päästä kokemaan lentämisen ihanuuden! Miksi et siis lähtisi mukaamme hyppäämään?



## Oppilaasta itsenäiseksi hyppääjäksi

**A**lkeiskurssilla käydään huolellisesti läpi kaikki laskuvarjoureiluun liittyvät perusasiat. Tyhmiä kysymyksiä ei tunneta, vaan kaikki mieltä askarruttavat kysymykset jopa suositellaan kysyttäväiksi. Opettajana alkeiskurssilla ei toimi mikään tavallinen

rivihyppääjä, vaan asiansa osaava hyppymestari, jonka valvonnan alaisena uudet alkeiskurssilaiset hyppäävätkin ensimmäisen laskuvarjohyppynsä. Ensimmäisestä hypystä alkaa oppilaan matka kohti itsenäisen hyppääjän vapautta!

**I**tsenäinen hyppääjä tunnetaan myös nimellä lupakirjahyppääjä. Lupakirjalla viitataan konkreettiseen lupakirjaan, joka myönnetään niille hyppääjille, jotka ovat läpäisseet lasku-varjourheilussa kaikki vaadittavat asiat, niin kokeet kuin hyppysuorituksetkin. Siinä missä oppilas hyppää hyppymestarin kanssa, lupakirjan omaava hyppääjä hyppää itsenäisesti, eli hänen toimiaan ei enää valvota. Skydive Porissa ei kuitenkaan jätetä lupakirjahyppääjiä oman onnensa nojaan, vaan myös heitä pidetään silmällä, ja tarvittaessa myös opastetaan, jotta hyppääminen olisi mahdollisimman turvallista!



## Tandem-hyppymestarin kanssa hyppääminen



**T**andem-oppilaat pääsevät kokemaan heti, miltä tuntuu hypätä, kuin itsenäiset hyppääjät! Kolmen kilometrin matkalla, pääsee tuntemaan vapaapudotuksen ihmeellisyyden, mutta myös nauttimaan maisemista. Tandem-hyppy hypätään kokeneen tandem-hyppymestarin kanssa, joita Porissa on tällä hetkellä kaksi. Ja mikä parasta, muisto hypystä jää eloon, sillä tandem-hyppy myös kuvataan!

# Turvallisuus ennen kaikkea!

Laskuvarjourheilua pidetään usein hengenvaarallisena lajina. Lajissa on toki riskinsä, mutta tilastot kertovat, että hyppääjä vahingoittuu todennäköisemmin matkalla hyppykerholle, kuin lentokoneesta hypättäessä.

Hyppäämisen turvallisuus perustuu koulutukseen, sekä pitkälle kehittyneisiin hyppyvarusteisiin. Oppilasuran aikana, kouluttajat huolehtivat siitä, että oppilaat saavat aina oikeanlaista opetusta niin itse hyppäämisestä kuin varusteiden huolehtimisestakin. Mahdolliset loukkaantumiset johtuvat useimmiten hyppääjän omasta, usein hyvin inhimillisestä virheestä, eikä niinkään esimerkiksi varusteista tai ulkoisista tekijöistä.

Skydive Porissa, hyppäämisen turvallisuutta valvoo turvallisuuspäällikkö Ilkka Heino, joka on 11-vuotisen hyppyuransa aikana hypännyt noin 1500 hyppyä, ja ilman sen vakavampia loukkaantumisia. ”Laskuvarjohypyssä tapahtuva loukkaantuminen johtuu usein omien taitojen yliarvioimisesta suhteessa riskeihin. Tilastol-

lisesti enemmän loukkaantumisia sattuu kokemattomille hyppääjille, mutta satunnaisia loukkaantumisia sattuu myös kokeneemmille. Useimmiten selvitään venähdyksillä ja pahimmillaankin murtumilla. Laskuvarjohyppy on siis turvallinen laji!” kuvailee turvallisuuskuninkaaksikin itseään kutsuva Heino.



Ilkka Heino, 2011.

Kuten Heino kertoi, toisinaan myös kokeneemmat hyppääjät loukkaavat itsensä. Jotkut ovat saattaneet lukea Satakunnan Kansan kirjoittaman lehtijutun Skydive Porin hyppääjästä, Eetu Lähdetkorvesta. Juttu ilmestyi lopukesästä 2012, ja käsitteli Eetun paranemista hyppytapaturmasta, joka tapahtui syksyllä 2011.

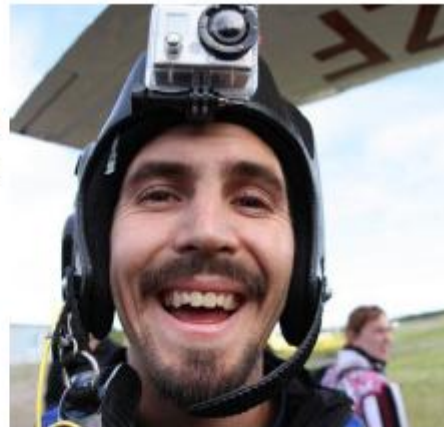


Lokakuinen ilta-aurinko oli jo laskemassa, kun päivän viimeinen poka, eli neljän hyppääjän lasti, lähti vielä kiipeämään kolmen kilometrin korkeuteen. Hypyllä oli mukana myös Eetu, siihen mennessä noin 340 hyppyä hypännyt aktiivilaskuvarjourheilija. Hyppy meni sinänsä hyvin, mutta laskeutuminen ei: Eetun lantio ja selkäranka murtuivat.

”Loukkaantumisen syynä oli vauhditettu laskeutuminen, ja melkoinen arviointivirhe.”

Vauhditettu laskeutuminen on kokeneiden hyppääjien juttuja: yritetään pudottaa korkeutta ikään kuin kairaamalla ilmaa, ja saada kova eteenpäin liikkuva vauhti. Onnistuessaan se on todella näyttävä laskeutumistapa, mutta epäonnistuessaan vauhditettu laskeutuminen saattaa koitua hyppääjän kohtaloksi. Mutta kuten Eetukin jo totesi, tässäkin tapauksessa kyse oli siis hyppääjän omasta virhearvioinnista. Tuo virhearviointi on kuitenkin jäänyt miehen mieleen niin pysyvästi, että hän on omien sanojensa mukaan varovaisempi kuin koskaan ennen.

Vaikkei loukkaantumisesta ole kulunut edes kahta vuotta, on Eetu hypännyt jo lähes 200 hyppyä



Eetu Lähdetkorpi, 2011.

syksyn 2011 jälkeen. Nykyään Eetu toimii myös yhtenä Skydive Porin hyppymestareista, joten kiirettä pitää!



Eetu Lähdetkorpi, 2012.

# Tulevia tapahtumia

## Alkeiskurssit 2013

- 6. toukokuuta klo 18.00
- 3. kesäkuuta klo 18.00
- 1. heinäkuuta klo 18.00
- 5. elokuuta klo 18.00
- 2. syyskuuta klo 18.00

Kurssille ilmoittautuessa, ota yhteyttä puheenjohtajaan:

Marko Myllymäki      0400 474557 tai [pj@satlu.fi](mailto:pj@satlu.fi)

Kurssihinta kaudelle 2013: 450 euroa. Hinta sisältää koulutuksen ja käytettävän oppimateriaalin, vastuuvakuutuksen, sekä varusteiden käytön koko oppilasuran aikana. Lisäksi hinta sisältää Suomen Ilmailuliiton jäsenyyden ja Satakunnan Laskuvarjourheilijat Ry:n jäsenyyden.

Kursseille ovat tervetulleita kaikenikäiset, perusterveet ihmiset!

Kurssien alkamispäivänä kokoonnutaan Porin lentoaseman ovien eteen, josta lähdetään yhdessä kohti hyppykerhoa!

## Tandem-kurssit 2013

Tandem-kursseja järjestetään sovittuna ajankohtana läpi kauden. Tandemille mieliessä, ota yhteyttä tandem-vastaavaan:

Pasi Torkkeli              050-4135201 tai [tandem\(at\)satlu.fi](mailto:tandem(at)satlu.fi)

Tandem-hypyn hinta kaudelle 2013: 350 euroa. Hinta sisältää koulutuksen, vastuuvakuutuksen, sekä tietenkin hypyn kuvauksen!



Skydive Porin kanssa yhteistyössä:

# PORI

## LÄNSIRAKENNE OY



 **PORIN KONERA**



**The budgets of the events –  
Pori Jazz and Porispere**

Needed amount of extra mem- bers/event	6	
Working hours/event	4 h	
The sales promotion	Costs	
Discount price/skydiver/load	18 €	
Four skydivers/load	72 €	(75% of the normal price of one load)
Cost for the club/load	24 €	(The rest 25 %)
The cost of eight loads (the cost of the events)	<b>192 €</b>	