

Implementing A Theme Marketing Program ***Alyssa Weisberg, CLC***

Step One: Develop Theme Brand

- Develop a theme
- Develop a theme brand

Step Two: Authenticate Theme Brand

- Include in all internal resources
- Media Guides
- Schedule Cards
- Posters
- Video Boards
- PA Announcenments
- Banners/Signage
- On field
- On uniforms
- Ticket backs
- Hospitality events
- Websites

Step Three: Promote Theme Brand

- Develop promotional flyer of theme program
- Promote to all external resources (Send promotional flyer and logo)
- Media Outlets (TV, Radio, Print, Online)
- Licensees
- Retailers (along with signage)
- Corporate Partners
- Conduct corporate partner summit

Step Four: Sell Theme Brand

- Secure licensees use of theme logo on product
- Implement retail program (brick & mortar, online)
- Consumer Incentive
- Internal Incentive
- Execute premium promotions with Corporate Partners

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