

**2001
Iowa State
Football Marketing Plan**

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2001 ISU Football Marketing Plan

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2001 Football Schedule

Sept. 8 – NORTHERN IOWA-Hall of Fame, Night Game, Student Affairs Day

Sept. 15 – IOWA

Sept. 22 – at Ohio

Sept. 29 – BAYLOR-Family Weekend, Taste of Iowa, Veterans Day, Educator's Day

Oct. 6 – at Nebraska

Oct. 13 – at Missouri

Oct. 20 – OKLAHOMA STATE-Homecoming , 4H Day

Oct. 27 – at Texas A&M

Nov. 3 – KANSAS STATE

Nov. 10 – COLORADO- Racing Day, Scout/Youth Day

Nov. 17 – at Kansas

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Situational Analysis

- Best record, 9-3, since 1906
- First bowl appearance in 22 years
- First bowl game victory ever
- First winning season in 11 years
- Season, faculty/staff, mini pack and student ticket sales increased last season
- Average attendance was up by 3,091, averaging 42,020 fans per home game
- Lost 25 seniors from last year's team
- General season ticket base is second from the bottom in the Big 12
- Season ticket price is second from the bottom in the Big 12
- Need to convince fans that the future of the program will only get better

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Marketing Objectives

- Increase season ticket sales by 15%
- Increase faculty/staff season ticket sales by 15%
- Increase student ticket sales by 13%
- Sell 3,200 All-Sport ticket packages
- Create more atmosphere around the games
- Develop new gameday promotions that excite the fans
- Create awareness of our affordable season ticket price
- Develop new customers through the parents of Lil' Clone Club members
- Drive more single game ticket sales through giveaways
- Get existing season ticket holders to buy more season tickets
- Get mini-pack and single game ticket buyers to purchase season tickets

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Customer Analysis

Target Audience

- Existing season ticket holders
- Mini-Pack buyers
- Donors to the National Cyclone Club
- ISU Alumni
- ISU Students
- Members of the Cyclone Clubs
- ISU Faculty/Staff
- Groups (within a 100 mile radius)
- Individual Game Buyers
- Families-including Lil' Clone Club members who bring their parents
- Parents of ISU students
- Corporations

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Ticket Pricing

Season

Public	\$150
Faculty/Staff	\$130
Letterwinners	\$130
Cy's Pack	\$115
Varsity Club	\$75
Student	\$50
All-Sport	\$135

Single Game

Iowa	\$40
Iowa-Hillside	\$35
Kansas State	\$30
K-State-Letterwinners	\$24
K-State-Cy's Ticket	\$20
K-State-Hillside-Adult	\$20
K-State-Hillside-Youth	\$12
K-State-Student Reserved	\$12
Regular	\$23
Regular-Letterwinners	\$19
Regular-Cy's Ticket	\$15
Regular-Hillside-Adult	\$15
Regular-Hillside-Youth	\$9
Regular-Student Reserved	\$9
Cardinal Mini-Pack	\$80 (UNI, Iowa, Oklahoma State)
Gold Mini-Pack	\$80 (Iowa, Baylor, Colorado)

Group Sales

	<u>Reg.</u>	<u>K-State</u>
Full Price	\$23	\$30
15-24	\$21	\$28
25-49	\$19	\$26
50-499	\$17	\$24
500+	\$15	\$22

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Ticket Goals

<u>Season Tickets</u>	<u>Revenue Goal</u>	<u>Marketing Goal</u>
Public	12,500	15,000
Cy's Pack	300	360
Faculty/Staff	1,300	1520
Students-FB only	3,800	3,800
All-Sport Ticket	3,200	3,200
Varsity Club	400	630
Letterwinners	90	140

<u>Individual Games</u>	<u>Revenue Goal</u>	<u>Marketing Goal</u>
9/8 Northern Iowa	35,000	40,250
9/15 Iowa	47,000	-
9/29 Baylor	32,000	36,800
10/20 Oklahoma State	35,000	40,250
11/3 Kansas State	28,000	32,200
11/10 Colorado	28,000	32,200
Average Attendance:	34,167	39,292

<u>Group Sales</u>	<u>Revenue Goal</u>	<u>Marketing Goal</u>
15-24	1,050	1,230
25-49	750	860
50-499	3,400	3,940
500+	9,700	11,960

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Season Ticket Sales

A. Renewals

- Season ticket renewal applications for Public, Faculty/staff, Cy's Pack and Varsity mailed out in April.
- Letter sent out from Bruce encouraging season ticket holders to purchase two (2) additional tickets and/or ask someone else to buy season tickets.
- Second notices sent out in May for people who haven't renewed their season tickets.
- Deadline to renew season tickets is May 15.

B. New Sales

- Promote season tickets by sending a season ticket brochure and a letter to last year's mini-pack buyers asking them to buy six games instead of three.
- Encourage single game ticket buyers to buy season tickets. Mail out a season ticket brochure to people who bought single game tickets to the every football game except the Nebraska game last season. This is a mailing list of roughly 5,000 people.
- Promote Varsity Club season ticket sales to recent grads by sending out ticket information to recent grads.
- Send a letter to parents of ISU students in the summer encouraging them to buy season tickets.
- Send out season ticket information in the statement stuffers to MBNA Iowa State credit card holders in July and August.
- Place a season ticket brochure in the Alumni magazine that will go out in July to 36,000 homes.
- Utilize the Cyclone Club outings to push ticket sales. Have brochures, schedule cards and posters at all of the outings. Ask the Cyclone Clubs to put up posters throughout their community.
- Ask coaches and administrators to promote season ticket sales at any of their speaking engagements.
- Promote season ticket sales through Coca-Cola. Coca-Cola with a retail partner like Kum & Go would develop an in-store sweepstakes. Each store would put up an Iowa State Football display. These displays would push season ticket sales starting in May. In addition, Coke has discussed putting the Iowa State football schedule on its cans.
- Get the schedule card out early. Produce an early version of the Football schedule and put out at the last home men's and women's basketball games

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as well as the Big 12 Tournament. In addition get the schedule card out to more locations this year.

- Send a mailing to donors who are non-season ticket holders.
- Send a mailing to Alumni in Iowa who graduated between 1989-1994.
- Place season ticket information on the web site-make sure that it is visible on the front page.

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Student Ticket Sales

1. Send out a season ticket order form to all students during the summer encouraging them to buy their tickets now.
2. Sell season tickets on campus at the University Bookstore starting in late August when the students come back.
3. Sell season tickets at the dorms during eating times.
4. New Student Days is an orientation fair for freshmen. Sell tickets at the picnic before opening ceremonies. Have a booth in the union to sell tickets to them and at the ice cream social.
5. Place schedule cards in the mailboxes of the dorms and throughout campus town.
6. Student orientation fairs in June for new students. We will have a presence at each one and sell season tickets.
7. Direct mail to students in the dorms another student ticket sales brochure.
8. Develop an interactive promotion on campus with the team, free food, pop and prizes in August. Q105 and The Daily will be solicited as media partners.
9. Sell student single game tickets in Section R for every game except the Iowa game.

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Single Game Ticket Sales

1. Implement again a special ticket price of \$11 for the first game to tie into certain businesses in Ames, Marshalltown, Story City, Boone, Fort Dodge and Nevada. Last year this promotion was very successful – we sold 1,761 tickets.
2. Implement special promotions with Student Affairs and the colleges. They have been chosen as the feature department to highlight throughout the year. Student Affairs would help drive students as well as Alumni to the games.
3. Offer giveaways to each game except the Iowa game.
4. Offer a coupon on the back of Coca-Cola 24-pack cases that could be redeemed for a discount on a hillside ticket.
5. Pep Rally at the Farmer's Market in Des Moines, August 25.
6. Utilize the University Chamber business afterhours to promote the first game.
7. Lil'Clone Club kick-off pre-game party to drive attendance at the first game. This party is free to Lil' Clone Club members and includes food and games. Lil' Clone Club members receive free admission to the game.
8. Put Football schedules on pizza box tops with either Pizza Hut or Domino's.
9. Ask area golf courses to hand out schedule cards (i.e. Veenker and the Harvester) during the summer.
10. Promote single game ticket sales on the internet by placing a form that they can download, fill out and mail in from the site.

Group Ticket Sales

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A. Group Sales Plan

Month of April

- Group ticket sales brochure goes to print
- Send a group ticket brochure and schedule card to businesses with 30+ employees in Ames and Des Moines

Month of May

- Start calling on human resource directors or managers of companies
- Finish up work on theme days

June thru August

- Continue group sales calls to corporations
- Follow up on theme days

B. Game By Game Promotions

9/8 Northern Iowa

- Schedule Magnet Giveaway
- Hall of Fame
- Student Affairs Salute

9/15 Iowa

9/29 Baylor

- Family Weekend
- Educator's Day
- Taste of Iowa
- Veterans Day

10/20 Oklahoma State

- Homecoming
- 4H Day

11/3 Kansas State

11/10 Colorado

- Racing Day
- Youth Day

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Advertising Plan

- Heavily promote season ticket sales early. Start taking orders for season tickets in February. Hand out the schedule cards at the last Women's and Men's Basketball home games and the Big 12 Tournament.
- Conduct a radio blitz campaign with our radio affiliates. Utilize these stations to promote season ticket sales. In return each station will receive Football season tickets.
- Direct Mail to the following groups:
 - Individual game buyers from last season
 - Mini-Pack buyers
 - Corporations
 - Donors who are non-season ticket holders
 - ISU students
 - MBNA Iowa State credit card holders
 - Alumni in Iowa from 1989-1994
 - 2001 ISU graduates
 - Parents of students attending ISU
- Utilize current and prospective corporate partner vehicles to continuously promote season, group, and single game tickets. For example, Coca-Cola could place a coupon good for a discount on a single game ticket on their 12-packs. In addition, putting the football schedule on pop cans.
- Mail out schedule cards to all Kum & Go stores, Wells Fargo banks, sponsors and radio affiliates.
- Newspaper ads in the Des Moines Register, The Tribune and The Daily.
- Place radio ads on stations that deliver a 25-54 market.
- Place television ads on WHO TV, KCCI TV, AT&T Broadband Cable Services, WOI TV and KDSM FOX 17.
- Create more theme days. Include the office of Student Affairs, the featured department of Iowa State this year, in all of the games. Tie a college or several of our colleges into each game along with students and alumni.
- Offer a giveaway at every home game except for the Iowa game. Several ideas include CD cases, trading cards and team photo giveaway.
- Utilize the Lil' Clone Club to help drive single game ticket sales.
- Advertise in area movie theaters.
- Utilize the billboards in Des Moines again to promote ticket sales.
- Have ticket information on the internet. Fans will also be able to order online – promote online ticket sales on the schedule card, poster, brochures and newspaper ads.
- Ask area golf courses to hand out schedule cards (i.e. Veenker and the Harvester) during the summer.
- Put Football schedules on pizza box tops with either Pizza Hut or Domino's.

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Tent Sales

1. Raise the rate of tents for every game except Iowa from \$600 to \$700.
2. Mail out the group ticket and tent brochure to Ames, Des Moines and other area businesses.
3. Send a mailing to a people who bought tents the last two years.
4. Marketing team will renew tents from last year and the year before.
5. Maximize the sale of tents for the Iowa game.
6. Marketing team will solicit new tent prospects this year by calling new leads this year.

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Advertising Schedule

Television

- TV ads on the following stations: NBC, ABC, CBS, Cable, and FOX.
- Utilize Iowa Teleproduction Center to create the ads

Radio

- Consistent presence on the following stations:
 - WHO-AM-one of the strongest stations in the market
 - 105Q- good medium to reach students
 - KGGO-95-Top morning show
 - Star 102.5
 - 107.5-one of the strongest stations in the market
- Continue ticket giveaways on all stations
- Continue trade relationships on all of these accounts
- Develop new promotions with most of the stations to maximize presence and excitement such as a tailgating contest and canned food drive giveaway

Cyclone Radio Affiliates

- Utilize these stations to promote ticket sales with our radio spots
- These stations can also be a point of distribution for schedule cards

Print

- The Des Moines Register
 - Ads to promote season ticket sales and new packages in May and
 - Ads to promote single game ticket sales in June
- The Tribune
 - Ads to promote season and single game ticket sales
- The ISU Daily
 - Ads will be done when students get back

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Advertising Schedule Cont'd

Direct Mail

- Student/Parent season ticket mail piece
- Group tickets/Tent-A-Gate mailing piece to companies with 30+ employees
- Renewal mailing to season ticket holders
- Statement stuffers in MBNA credit card mailing
- Donors who are non-season ticket holders
- Alumni from 1989-1994 in Iowa
- Mini-Pack buyers
- Single game ticket buyers-season ticket brochure
- Alumni magazine

Poster

- Football poster to be done by Spring Football game
- Print 60,000 posters this year

Schedule Card

- To be done by April
- 200,000 printed this year
- Greater areas of distribution-GOAL IS TO GET RID OF THEM ALL!

Season Ticket Brochure

- To be done by April

Group Sales/Tent Brochure

- To be done by April
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Coca-Cola Promotions

- Coke is working on try to place our football schedule on pop cans
- Offering a ticket sweepstakes at various businesses such as Kum & Go or Hy-Vee that would include a football display with our football schedule and ticket information.
- Offering a coupon on the back of 24 pack cases that could be redeemed for a discount on a single game ticket to a game.

Golf Course

- Using Venker and the Harvester area golf courses to hand out football schedules.

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Advertising Schedule Cont'd

Internet

- Advertising football season, single and group tickets and Tent-A-Gates
- Ability to print the ticket order form off the Athletic Department internet site
- Online ticket ordering
- Posting all of our promotions for each game on the site

Billboards

- Trade out for billboards will continue in Des Moines

Movie Theaters

- Advertising in area movie theaters

Pizza Box Tops

- Advertise ticket sales on pizza box tops with schedule and ticket information

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Timeline

January

- Pricing Retreat
- First draft of schedule card
- First draft of season ticket brochure
- First draft of group ticket sales brochure

February

- Complete second draft of season ticket brochure
- Second draft of football schedule card
- Complete second draft of group sales brochure
- Signing Day
- Meet with Coke to brainstorm
- Meet with poster designer
- Pick out pictures for poster and brochures
- Present Football Marketing Plan
- Senior head shots are taken for the poster
- Compile list of radio affiliates to solicit for help
- Compile a list of possible giveaway items for football

March

- First draft of the Football poster done
- 3/6-11 Big 12 Basketball Tournament –pass out schedule cards

April

- Football schedule cards printed
- Meet with television production company to start working on ad
- Season ticket renewals mailed out
- Put up Spring Game posters
- Season and group ticket brochure printed
- Posters printed
- Spring football game
- Design student ticket brochure
- Mailing sent out to mini-pack and single game ticket buyers
- Mailing sent out to companies in the Ames and Des Moines area
- Mailing sent to donors who are non-season ticket holders

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Timeline Cont'd

May

- Football budget completed for next year
- Cyclone Club outings start
- Mail out schedule cards, brochures and posters to Cyclone Club presidents
- Newspaper ads placed to promote single and season tickets
- Second notice sent out to people who haven't renewed their tickets
- 5/15 Season ticket renewal deadline
- Design TV and radio ads
- Send out football schedule cards to all Kum & Go stores
- Call golf courses about putting out schedule cards
- Contact movie theaters about advertising
- Deliver schedule cards and posters throughout Ames

June

- Attend student orientation fair throughout the month
- Single game tickets go on sale
- Student ticket order form mailed out
- Mailing sent to ISU students and parents
- NACMA Convention
- Lil' Clone Club brochures ready

July

- Mailing for Lil Clone Club sent out with letter from Coach McCarney
- Iowa single game tickets go on sale to the public
- Football ticket stock received for final proof
- Start running radio and TV ads to promote ticket sales
- Stuffers for season ticket mailing deadline
- Newspaper ads to promote ticket sales

August

- Football season tickets mailed out
- Faculty/Staff season football flyer mailed on campus
- State Fair
- Season Basketball applications mailed out

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- Start running ads for student ticket sales
- Sell tickets to students on campus
- 8/25 Pep Rally down in Des Moines to promote first game

To Do List

- Meet to decide prices
- Figure out tent prices
- Start work on brochures
- Pick out picture for schedule card
- Send in picture and schedule to design company
- Finalize Marketing plan
- Meet with A&R Design
- Pick out football pictures for poster
- Sched photo shoot for seniors
- Call Domino's about football schedules
- Work on Football schedule magnet
- Meet with ITC on football ads
- Create football budget
- Call Wells Fargo about statement inserts
- Call Kum & Go about sending out schedule cards
- Call agency about NASCAR Driver appearance
- Call 76er's about Bobblehead doll giveaway and other giveaways
- Work on trade agreement with Conoco
- Call the Iowa Cubs about Coach Mac throwing out the first pitch
- Work on theme days
- Create an advertising schedule
- Work on radio affiliates
- Meet with Coca Cola about promotions
- Call Alliant about stuffing inserts
- Get mailing labels for single game mailing list

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- Create a letter and mail out to mini-pack buyers

- Meet with radio stations about trade out and scheduling
- Meet with TV stations about trade out and scheduling
- Shoot TV ad
- Develop season ticket radio piece
- Call Des Moines for Farmer's Market pep rally