

University of Memphis 2000-2001 Tiger Basketball Marketing Plan

I. Introduction

The purpose of this plan is to communicate to the staff of the Athletic Department the strategies, instruments, and programs that the Marketing staff will use to promote the 2001-2002 Tiger Basketball season.

II. Objectives

The Marketing staff has set the following goals for the 2001-2002 Tiger Basketball season:

- Sell out the Pyramid
- Improve game atmosphere/entertainment
- Increase student attendance
- Improve student support/involvement
- Increase overall awareness

III. Theme

The 2001-2002 Tiger Basketball theme is “12 Players, 1 Name, Memphis Basketball.”

IV. Ticket Pricing

- | | |
|-----------------|-------|
| ▪ Lower Level | \$330 |
| ▪ Upper Level | \$250 |
| ▪ Family Plan | \$600 |
| ▪ Faculty/Staff | \$165 |

V. Promotional Materials and Mailings

- **Season Ticket Brochures**
5,000 season ticket brochures will be produced and distributed through mailings including:
 - 2001-2002 non renewals
 - Tiger Club members who do not have season tickets
- **Posters**
25,000 posters will be produced and distributed throughout the local area, and available for the fans at all home games.
- **Schedule Cards**
55,000 schedule cards will be produced and distributed throughout the local area and available for the fans at all home games.
- **Bumper Stickers**
5,000 will be produced and distributed at the Tiger Bookstore and at all home games
- **Player Trading Cards**
1000 player trading cards will be produced and distributed on February 23 at the DePaul game.
- **Schedule Magnets**
1000 schedule magnets will be produced and distributed at all the local Nationwide Insurance offices and will be given away at the November 18, Northwestern State game.

VI. Special Events

- **KidsCount**
Kidscount will be held on August 25, 2001 and is a special promotion in conjunction with WERG Channel 3. This event will allow the Tigers to interact with the community and promote the upcoming season.
- **Memphis (Midnight) Madness**
Memphis Madness will be held on October 12, at the Coliseum. This year we will invite four former teams back to be featured. The theme is "Family Reunion" with the 1957, 1973, 1985, and 1992 teams.
- **Lunch with the Tigers**
The Marketing staff will work hand in hand with SAC and Residence Life to execute "Lunch with the Tigers." It will be on January 14, 2002 at the Marketplace in the University Center. This event is to increase student awareness of the Tigers and to get them excited about the remaining conference games for the season.

VII. Game Entertainment

November 2	City Bartlett
November 6	Memphis Divas
November 13	Guardian Classic Promotion
November 14	Guardian Classic Promotion
November 18	U of M Pom
November 24	Kung Rhee Karate
November 28	James Bailey
December 1	U of M Pom, Upward BB Team
December 15	U of M Pom, Rivercity Gymnastics
December 22	ATA Black Belt
December 28	Memphis Elite
January 2	U of M Pom, Bartlett Allstars
January 5	Co-ed, All Girl, Hope Pres. BB Team
January 15	Lil Tiger BB Team
January 23	G'Town Dance, Intro. Baseball Team
January 30	U of M Pom, Intro. FB Team
February 2	Golf Pres., WBB alumni intro, Hope Pres. BB Team
February 4	U of M Pom, Lil Tigers
February 16	Lil Tigers, Bartlett SYS, Bartlett All-Stars
February 23	U of M Pom, Lil Tigers

VIII. Mass Media

See attached schedule