

# 2001 University of Memphis Football 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 Tiger football season. The Marketing staff will work with Sossaman & Associates on this season's theme and season ticket campaign.

## II. Objectives

The Marketing staff has set the following goals for the 2001 football season:

- Increase ticket revenue
- Increase ticket sales
- Improve the game-day atmosphere/entertainment
- Increase student / alumni attendance
- Improve student / alumni involvement

## III. Product Position

The 2001 football season promises to bring some exciting changes to The University of Memphis. With the excitement surrounding new head coach Tommy West, the Tigers look stronger than ever. It is the intent of the Marketing staff to use these positive variables throughout all of our integrated marketing vehicles.

## IV. Theme

The theme for the 2001 football season is "UNLEASHED", combined with a comic book "SUPERHERO" look. "New head coach Tommy West will UNLEASH the Tigers in 2001" and "your hometown HEROS are SUPER-POWERED young men."

## V. Season Ticket Plans and Pricing

1. Box Seat- \$135 (soldout)
2. Prime season tickets- \$110
3. Family Plan- \$240 (includes 4 tix, 4 hot dogs, 4 cokes at Powertel Park)
4. Fun Zone Tickets- \$60
5. Special Pricing- \$55
  - A. Faculty/Staff
  - B. Former Athletes
  - C. Former Spirit Groups
  - D. Former Band Members
  - E. Memphis Major Employers

## **VI. Single Game Ticket Pricing**

UT-Chattanooga	\$22/\$10	UAB	\$22/\$10
South Florida	\$22/\$10	Army	\$22/\$10
Southern Miss	\$22/\$10	Cincinnati	\$22/\$10

## **VII. Group Ticket Sales**

In 2001 it is the intent of the Group Sales Director, Taunya Jumper, to position Tiger football as an exciting and affordable source of entertainment to groups and organizations.

### **1. Target Groups**

- A. Youth Groups
  - Boy & Girls Scouts
  - Youth Villages
  - Athletic Leagues
- B. Local Businesses
  - FedEx
  - Auto Zone
  - International Paper
  - City of Memphis
  - Banks
  - Hospitals
  - Credit Unions
  - Pharmaceutical Reps
- C. Tiger Club Members & Alumni
  - Identifying a contact at their employer
- D. Churches
- E. Civic Organizations
- F. Schools
  - University departments
  - Elementary
  - Junior High
- G. Chamber of Commerce

### **2. Pricing**

Discounted ticket prices based on size of group

- 10-199 football tickets will be \$7 instead of \$10 regular price (30% savings)
- 200+ football tickets will be \$5 instead of \$10 regular price (50% savings)

- All tickets for fundraising programs will be \$5 (50% savings)

3. Incentive

An incentive will be established to give each organization's group leader a reason to help us attain our goal. The prerequisite for each group leader is to sell at least 25 tickets. The incentive will include:

- Two (2) free tickets to a weekend C-USA men's home basketball game
- An autographed picture of coach Tommy West

### **VIII. Promotional/Sales Materials and Mailings**

1. Brochures

275,000 season ticket brochures will be produced

- A. Commercial Appeal Insert on July 29-250,000
- B. Local targeted mailing- 15,000
- C. Local corporate sponsor locations- 10,000

2. Posters

20,000 posters will be produced and distributed throughout the local area

3. Schedule Cards

50,000 schedule cards will be produced and distributed throughout the local area

4. "Early Bird" Sweatshirts and Thank You Cards

1800 sweatshirts and thank you cards will be mailed out to season ticket holders who purchased their tickets before March 1, 2001.

5. Bumper Stickers

5000 bumper stickers will be printed distributed for free at the U of M Tiger Bookstore

6. Faculty/Staff Mailing

2400 new faculty and staff season ticket brochures will be printed and distributed through campus mail on August 21.

7. Tiger Clubs Mailing

All Tiger Clubs members, who do not have season tickets, will be mailed a season ticket brochure and a personalized letter from Coach Tommy West.

8. Street Sign

2001 season football schedule will be on display at the corner of Central and Hollywood

9. Liberty Bowl

2001 season football schedule will be on display on the Liberty Bowl skybox elevator

## 10. Airport Sign

2001 season football schedule will be on display at the Memphis International Airport

## **IX. Preseason Special Events**

### Tiger Fan Fest

Tiger fan fest will be held on August 24, 2001, from 6-7:30, at the Liberty Bowl Stadium. This preseason event will allow the public to visit and meet the players along with Tommy West. The U of M Marketing staff and Media Relations will work with WMC AM 790 in coordinating this event. Below is a tentative outlined schedule of events:

- A. WMC Live Remote from 3-6pm
- B. Open practice from 4-5:30
- C. Welcome/Introduce players and football staff-Bob Winn
- D. Coach West speaks
- E. Cheerleaders/Dance/Band
- F. Autograph Session
- G. Food Vendors
- H. Special Targeted Groups
  - Marketing Department-promotional materials
  - Equipment Department-display football equipment
  - Tiger Clubs-member information
  - Ticket Office-season tix information
  - Sorts Information-sale media guides
  - Champion Awards-U of M merchandise for sale

## **X. Game Atmosphere/Promotions/Entertainment**

The atmosphere surrounding U of M football needs to be a positive one. Win or lose, we want the fans to go home feeling fulfilled. The Marketing staff will work hand in hand with Tiger Sports Properties to fulfill our diverse body of fans. From Students, Alumni, Family's, and Sponsors, we will work together to deliver the best "SHOW" in town, essentially being "The Thing To Do."

### 1. Powertel Park

This season we will bring back Powertel Park to the tailgating fans at the Liberty Bowl Stadium. The new location, on the parking lot between the stadium maintenance building and the armory building, generates much more traffic and is more convenient for the fans to get to. Again, the Marketing staff will work with the WMC staff to promote, and implement the park and they will provide live entertainment. Also, we will work hand in hand with Tiger Sports Properties concerning the sponsors involved, and the rest of the

entertainment. The park is FREE and open to the fans. Below is a tentative outline of entertainment/events:

- A. Inflatable Games
- B. Food Vendors
- C. Live Entertainment
- D. Face Painters
- E. Clowns/Balloon Sculptors
- F. Contests
- G. Giveaways

## **XI. Student/Alumni Promotions**

The Marketing staff is working with the office of Alumni, Special Events, Student Activities, Greek Affairs, and Student Leadership to increase awareness and support campus wide surrounding Tiger football. Listed below are some of the projects that we are currently working on:

### 1. Frosh Camp

Frosh camp is a four-day, three-night program for incoming freshman, which serves as an extension of the New Freshman Orientation experience. The camp dates are July 23-26, and August 8-11. School spirit is spread while singing the Fight Song and Tigerland. All coaches and their players are invited to come out and promote their sport.

### 2. Frosh Frenzy

Frosh frenzy is new this year, on September 8. Inviting the freshman class to a day filled with activities and fun. Following all the activities the freshman will be bused to the football game where they will be allowed on the field, to help the band build a student tunnel, for the Tigers to run through.

### 3. Homecoming

October 27, against UAB, this year's theme is, The University of Memphis BBQ: Grill the Blazers *West* Style! The campus will have several events throughout Homecoming week including:

#### TENATIVE

- BBQ Contest
- Community Service Project
- Carnival and Field Day Activities
- Peabody Reception
- Mr. And Miss U of M
- Roll Call
- Post-Game Fireworks

**XII. Single Game Group Promotions**

The Marketing staff will work with local groups and organizations to establish a relationship and spread awareness throughout the community.

- Girl /Boy Scout Night
- Boys/Girls Club
- YMCA Night
- Memphis Educators
- Churches
- TAKG
- Yo Memphis
- Faculty/Staff night

**XIII. Single Game Promotions**

The Marketing staff is working with Tiger Sports Properties concerning promotions. Including:

- Premium Item Giveaways
- Game Day/Night Sponsors
- On-Field Promotions
- Game Promotions
- Entertainment
- Contests

**XIV. Mass Media**

See Attached Schedule

