

University of Memphis

2002 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 Department will use to promote the 2002 Tiger football season. The Marketing Department will again work with Sossaman & Associates on this season's theme and season ticket campaign.

II. Objectives

Marketing has set the following goals for the 2002 football season:

- Increase ticket revenue
- Increase attendance
- Improve game atmosphere/entertainment
- Improve student support/involvement
- Increase awareness

III. Product Position

The 2002 football season is filled with high energy and promise. As Tommy West begins his second season, the Tigers have generated a lot of excitement in the community. Coach West's style of football and local recruiting success has played a key.

IV. Theme

The theme for the 2002 football season is "BRINGIN' IT" combined with a very modern and high energy look.

V. Ticket Prices

A. Season Tickets

1. Box Seats- \$135 (sold out)
2. Prime season tickets- \$110
3. Fun Zone- \$60
4. Faculty/ Staff- \$55
5. Corporate- \$55
6. Family Plan- \$240 (includes 4 tix, 2 free Chick-fil-a value meals, and 2 free Chick-fil-a kids' meals)

B. Single Game Tickets

Murray State	\$22/\$10/\$5 (special trial run rate, only 1000 seats available)
Tulane	\$22/\$10
Louisville	\$22/\$10
Miss. State	\$22
Houston	\$22/\$10
Army	\$22/\$10

C. Group Tickets

This season the Marketing Department will produce a “Group Ticket Brochure” that will be used to promote Tiger football as an exciting and affordable source of entertainment to groups, organizations, and corporations. Below are the different prices for groups:

1. 10-199 tickets are \$7 instead of \$10 (30% savings)
2. 200+ tickets are \$5 instead of \$10 (50% savings)
3. Fundraising \$5 (fundraisers may sell the tickets for \$7 or \$10 and keep the profit)

A. Target groups – The following groups will be mailed a group ticket brochure followed by a phone call from a marketing representative:

- Churches
- Youth groups/organizations
- Public & Private Schools
- Alumni
- Tiger Club Members

B. Local Businesses – The following local businesses will be mailed a group ticket brochure followed by a phone call from a marketing representative:

- Memphis Area Chamber of Commerce
- Nike
- AutoZone
- MLGW
- MATA

C. Promotional Discount Groups – The following groups will be offered special discounts on designated games:

- Memphis Educators
- Armed Servicemen
- Alumni
- Faculty/Staff
- Memphis City & County Employees

D. Incentive

As an incentive for each group leader who sells or purchases (200)+ tickets they will receive (2) free basketball tickets to a weekend C-USA men’s home basketball game.

E. Direct Marketing Network

DMN is a marketing company that we have hired to help sell group/block tickets for the Tulane game. They will combine an integrated mass-market campaign that includes direct mail, telemarketing, and advertising materials. They will design and mail over 80,000 letters and order forms to

specific target groups. The telemarketing staff will follow up with each mailing to encourage ticket purchases.

VI. Promotional/Sales Materials

- **Posters**
50,000 Schedule posters will be produced and distributed throughout the local Memphis area and available at home games.
- **Schedule Cards**
100,000 Schedule cards will be produced and distributed throughout the local Memphis area and available at home games.
- **Bumper Stickers**
5,000 Bumper stickers will be produced and distributed at the Tiger Bookstore and any special events.
- **Schedule Magnets**
5,000 Schedule magnets will be produced and distributed at the KidsCount Expo and Fan Fest.
- **Season Ticket Brochures**
275,000 Season ticket brochures will be produced and distributed through:
(1) Commercial Appeal Circulation - 250,000
(2) Targeted Mailings - 25,000
 *Non renewal season ticket holders
 *Tiger Club members who do not have season tickets
- **Faculty/Staff Brochures**
2,400 Faculty/Staff season ticket brochures will be produced and distributed through campus mail on August 12, 2002.
- **Pizza Box Toppers**
TBA-Pending with TSP
- **Early Bird Special**
4,500 Early Bird Special brochures were mailed out to current and former season ticket holders. If their order was received by March 1, they received a limited edition Memphis football denim shirt.

VII. Preseason Special Events/Promotions

1). Early Bird Special

For the second year an "Early Bird Special" was offered. Over 5,200 season tickets were sold. As an incentive we offered a limited edition denim shirt.

2). Highland Hundred Selling Contest

This season the Marketing Department will work with the Highland Hundred in an effort to increase season ticket sales. The drive will be from July 1-July 12. There will be (5) teams of (10) people. Every volunteer will receive a participation prize. Listed below are the individual and team prizes for those who sell the most season tickets:

- Individual Prizes
 - 1st. Place*-Travel with the Tiger football team on an away football game. Trip includes transportation, hotel, and game tickets for two. *Must sell a minimum of 100 tickets*
 - 2nd. Place*-Sideline coach for one home football game. Includes field passes for two and access to the Tiger locker room for the pre-game and halftime talks. *Must sell a minimum of 75 tickets*
 - 3rd. Place*-Golf for two with Coach West *Must sell a minimum of 50 tickets*

- Team Prize

The team that sells the most season tickets will receive complimentary use of a Liberty Bowl skybox, for one home football game. Includes food, drinks, and tickets for (12) twelve people. We will also recognize the winning team with an on field pre-game presentation.

2). The Memphis Regional Chamber's Breakfast Forum Series

On August 8, 2002 Coach West will be a guest speaker at the Memphis Regional Chamber's breakfast. This breakfast is a monthly networking event and usually draws over 200 business professionals. The Marketing Department will provide a 4-5 minute video highlighting the upcoming football season. Season ticket brochures and schedule cards will also be distributed and we will provide a variety of door prizes.

3). KidsCount

KidsCount will be held on August 17, 2002 at the Agricenter. This event is put on by WREG Channel 3 and generates thousands of fans. The Marketing Department will again work with the office of Special Events on this event. We will have a booth set up and the Tiger football team will have a chance to sign autographs and interact with kids in the community.

4). Fan Fest

Tiger Fan Fest is scheduled for August 23, 2002, from 6-8pm, at South Campus. This event will allow the public to meet the players and coaches. Media Relations and the Marketing Department will work again with WMC AM 790 in coordinating this event. The following is a tentative outline of the event:

- WMC remote
- Open practice
- Introduce players and coaches-Bob Winn
- Cheerleaders and Pom squads
- Autographs/Photographs
- Food and Beverages

- Tom II
- Inflatable Games
- Tents and Tables: Marketing, Tickets, Media, Equipment, Tiger Clubs, Champion Awards-Souvenir Merchandise.

VIII. Game Atmosphere/Promotions/Entertainment

The atmosphere surrounding the U of M football games will be an energetic one. The Marketing Department will work with Tiger Sports Properties, Tiger Clubs, and numerous media partners to fulfill our fans expectations. Listed below are ideas and events to help make this season the very best:

1). Tiger Zone

This year “Tiger Zone” will take the place of Powertel Park. This is a pre-game tailgate party open to the public. The new location, in front of Gate 6, outside the Liberty Bowl, will generate more traffic and is more convenient for fans. Tiger Clubs and WMC will work together on executing this event. We will have music, food, beverages, face painting, a D.J., cheers/poms, marching band, Tom II, and much more. Marketing will work with WMC and other media outlets to advertise and promote this event. A “Tiger Zone” postcard will be produced and mailed out to all season ticket holders and Tiger Club members.

2). In Game Promotions

The Marketing Department and Tiger Sports Properties will work together on game promotions. The following are some promotions that will take place:

- T-shirt launcher
- Hop’s to Better Seats
- Captain D’s Kick for Cash
- State Farm mini football toss-out
- Student prize giveaways-TBA

3). Tiger Vision

The Marketing Department and Tiger Sports Properties will work with Running Pony to produce new and improved Tiger Vision graphics and elements. The following are some of the graphics that will be produced:

- Replays
- Great moments in Tiger history
- Player of the game
- Quarter break stats
- Starting lineups
- Keys to the game

4). Pre-game Introduction

- Band- this year the band will start a new tradition debuting the Memphis “M.” This will take the place of the Tiger Tunnel, for the Tigers to run through.
- Tom II- we will feature Tom II before every game with a drive around the field.
- Video- we will again feature a short intro video before the Tigers run out. Also, we will again feature smoke and pyrotechnics for the Tigers to run out through.
- Poms/Cheers- we will have the poms and cheers on the field for player introductions.

IX. Student Promotions

The Marketing Department will work with the office of Alumni Affairs, Special Events, Student Activities Council, Greek Affairs, Residence Life, WMC Radio, and Tiger Sports Properties to increase awareness to students and generate excitement surrounding Tiger football. The following are events and promotions that we are currently working on:

1). Frosh Frenzy

This year Frosh Frenzy 02’ will be a two part event that takes place on the day of the Murray State game and the Ole Miss game. The Marketing Department is working directly with SAC to plan and execute this event. On the day of the Murray State football game, the Marketing Department will allow all of the participants to be on the field for the Tiger introduction. Frosh Frenzy will meet and practice the day of the game with the band.

2). Homecoming

Homecoming is on November 2, against Houston. The Marketing Department will work directly with the office of Alumni, Special Events and SAC, to promote the game and generate excitement.

3). Dorm Storm

The Marketing Department will work directly with Residence Life to execute a “Dorm Storm” for the fall semester. Residence Life will distribute over 2000 football posters, schedule cards, and a premium item in every dorm room for the students.

4). Door Hangers

The Marketing Department is working with Tiger Sports on this special student promotion. We will place a Door Hanger on every dorm door that includes a sponsored discount coupon and a game entry form, for every home game. Students will drop the game entry form as they enter through the student gate. We will draw a winner for each home game for one lucky

student to receive a sponsored prize (big screen TV, mountain bike, shopping spree, trip for two, etc.)

5). A-Frames

The Marketing Department purchased new A-Frames to help promote each home football game. The A-Frames will be displayed in prominent areas around the campus the week of each home game.

X. Game-by-Game Summary

▪ **Murray State, August 31, 7pm**

Coca Cola is the title sponsor. They will host a tailgate party with WEGR-FM 102.7 on the Coca-Cola Grassy Knoll from 3-6pm. TGI Fridays, Papa John's, and Coca-Cola will provide free food and beverages. Fifty (50) fans will have a chance to win two (2) tickets to the game and one lucky fan will win an autographed Tommy West football jersey. Coca-Cola will also provide a premium item giveaway and we will have a special half-time promotion/contest.

This is also faculty and staff appreciation night, all faculty and staff will be offered up to 4 free tickets.

▪ **Tulane, September 21, 7pm.**

WREG-Channel 3 is the T.V. partner for the game and WMC-FM 93x is the radio partner. This is also the Mid-South Fair game, therefore everyone who buys a ticket to this game will get into the fair for free. The Marketing Department will work with Direct Marketing Network to sell tickets promoting this game as a "TIGER AF-FAIR." Isaac Bruce will serve as our celebrity spokes person, to help promote the game. This is Memphis Educators Appreciation Night, they may purchase tickets for only \$7 in advance. Also, we will recognize our Hall of Fame honorees.

▪ **Louisville, October 8, 7pm**

This game is on a Tuesday night and will be aired on ESPN 2. The game sponsor is FedEx and they have purchased 20,000 game tickets. The media partner is WPTY/WLMT. This is Memphis City & County Employees Night, they may purchase \$7 tickets in advance.

▪ **Mississippi State, October 19, 7pm**

WMPS-107.5 "The Pig" is the media partner for the game. The Marketing Department will work with Tiger Sports Properties and SAC to secure fireworks. This is also "Campus Day" for the U of M.

- **Houston, November 2, 1pm**

This game is Homecoming. WMC-FM 100 is the radio partner for the game. The Marketing Department will again work with the Alumni office and Special Events to promote the game and plan surrounding activities. This is also Alumni Appreciation Day, all Alumni may purchase a game ticket for only \$7, in advance, through the Alumni Office. The Homecoming theme is “Rumble in the Jungle.”

- **Army, November 23, 1pm**

WMC-TV is the media partner for this game. Army is the game sponsor. This is Senior Day, as all senior football players will be recognized pre-game. We will honor our armed servicemen with “Armed Forces and Veterans Day” on this night, by offering a discounted ticket. And we will have an air show at halftime featuring parachute jumpers.

XI. Mass Media

See attached schedule