

Sports and Entertainment Promotion Plan



Noah An
05/05/2014

Woodinville DECA
Woodinville High School
19819 136th Ave. NE
Woodinville, WA 98072

Table of Contents

- Executive Summary.....1
- Description of the Company/Organization.....2
 - Description of the Market.....2
 - Target Market.....2
- Objectives.....3
- Schedule of Events.....3
 - Special Events.....3
 - Advertising.....4
 - Display.....6
 - Publicity.....6
 - Direct Marketing.....7
 - Sales Promotions.....8
 - Sales Training.....8
- Responsibility Sheet.....9
- Budget.....10
- Statement of Benefits to the Company/Organization.....11
- Bibliography.....11



Executive Summary

On June 6th, 2014 the United States Men's National Soccer Team will play a friendly match at CenturyLink Field in downtown Seattle, Washington. The following is a four-week promotion plan aimed at selling out the entire 67,000 seat stadium.

Description of the Company: U.S. Soccer is the governing body of soccer in the United States. The organization also operates the United States Men's National Team, which competes notably in the CONCACAF Gold Cup, FIFA World Cup, and in friendly matches around the country and world.

Objectives: In 2013, when the National Team played in Seattle for a World Cup Qualifier the game sold only 40,847 tickets. As Seattle is the best market for soccer in the country and have repeatedly sold more than 60,000 tickets for high-profile games, we expect that only 40,847 tickets were sold for the 2013 match because of a lack of awareness and a lack of connection felt by fans to the National team. Given this information, our objectives for this promotion plan are:

- Spread awareness of the match in Seattle
- Strengthen the connection between Seattle fans and the National Team
- Increase ticket sales by 64% to 67,000 (full-capacity)

Schedule of Events: For this promotion plan, we will utilize special events, displays and the advertising, publicity, sales promotion, direct marketing, and sales training elements of the promotional mix. Special events such as a free pep-rally the night before the match will increase awareness and create excitement surrounding the match while giving fans a chance to meet and interact with players, strengthening their connection to the team. Our window display at the Nike Town located in downtown Seattle and advertising such as TV commercials and billboards will further increase awareness. Local TV and radio interviews with National Team players as well as a volunteer event are examples of some of our efforts to help with publicity. They will strengthen fans connection to the team as well as spread awareness and improve our public image in Seattle. We will also use social media to increase awareness of the match. Sales promotions such as sweepstakes will create excitement surrounding the match, and a free scarf giveaway will increase awareness. Direct marketing emails will be sent to potential customers and are a great way to reach a large number of people for a low cost. Finally, by increasing sales hours and placing sales representatives at Sounders (local Major League Soccer team) games we can provide greater customer service to potential customers.

Budget and Benefits:

Budget	\$281,218.39
Revenue from Increased Ticket Sales	\$1,307,650
Profit	\$1,026,431.61

In addition to a \$1,026,431 profit earned from this promotion plan, U.S. soccer will gain an increase in awareness and stronger connection felt between fans and the National Team which will help them sell more tickets and bring in increased profits for future matches in Seattle.



Description of the Company/Organization

U.S. Soccer is the official governing body of the sport of soccer in the United States. Founded in 1913, the organization operates the U.S. Open Cup, sanctions referees, tournaments and leagues, manages domestic soccer affairs, and operates all levels of the National Team. U.S. Soccer is headquartered in Chicago, Illinois, and led by President Sunil Gulati, Vice-President Mike Edwards, and CEO and Secretary General Dan Flynn.

The United States Men's National Team competes with teams in North America, Central America, and the Caribbean semi-annually in the CONCACAF Gold Cup as well as in the two years before the FIFA World Cup in World Cup Qualifying. For the past seven cycles the National Team has qualified for and played in the FIFA World Cup every four years, recently qualifying for the 2014 edition of the tournament to be held in Brazil. The National Team also periodically plays in friendly matches around the country and world.

Description of the Market

Seattle is the strongest soccer market in the country. The local Major League Soccer team, Seattle Sounders, had an average attendance of 44,038 for the 2013 season, nearly two times the second highest average. Their highest attended match saw 67,385 fans and they have sold more than 60,000 tickets five times in the past three seasons. Seattle also puts up some of the highest TV rating for U.S. Soccer matches.

Target Market

Demographics	Geographics	Psychographics
-Make \$40,000-\$120,000/year -25-55 years old -Employed	-Within 30 miles of Seattle -Urban & Suburban Areas -High populated areas	-Soccer fans -Attend/Watch Sounders games -Watch ESPN, Root Sports -Watch local news on Q13, KING 5 -Watch U.S. Soccer games on TV -Listen to 710 AM and/or KIRO 97.3 -Active on social networking websites



Objectives

When the National Team played in Seattle for a 2013 World Cup Qualifying match 40,847 tickets were sold. As Seattle is the best market for soccer in the country, and frequently sells more tickets for local games, we expect that the 2013 game did not sell more tickets due to a lack in awareness of the game, and a lack of connection felt by the fans to the team. Therefore our objectives for the Friday June 6th, 2014 friendly are:

- spread awareness of the match in Seattle
- strengthen the connection between Seattle fans and the National Team
- increase ticket sales by 64% to 67,000 (full-capacity)

Schedule of Events

Special Events

U.S. Soccer Pep Rally- On Thursday June 5th, the night before the match, U.S. Soccer will host a free pep rally at the Cinerama in downtown Seattle. Players from the team, coaches, and other significant guests will appear.



Additionally, as the Cinerama is owned by Paul Allan, part of the Seattle Sounders ownership, the cost of the venue will be covered. Press releases will be sent to local media to inform fans about the event.

lost revenue from an event cost to host

Benefits:	<ul style="list-style-type: none"> • Free event will attract many fans, create excitement surrounding game • Media coverage will increase awareness of game • Seeing and hearing from players will strengthen connection to team
------------------	---

Open Practice- On Wednesday June 3rd, the U.S. National Team's training session at Century Link Field will be open to the public for free. Fans will be able to come watch the team train in preparation for the match. After training fans will have an opportunity to talk with players and get autographs and pictures. Press releases will be sent to local media to inform fans about the event.

Benefits:	<ul style="list-style-type: none"> • Free event will attract many fans, create excitement surrounding game • Media coverage will increase awareness of game • Interacting with players and access to practice strengthens connection to team
------------------	---

