

University of Memphis 2002-2003 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 2002-2003 Tiger basketball season. The Marketing Department will again 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 2002-2003 Tiger basketball season:

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

III. Product Position

John Calipari begins his third season with an NIT National Championship title. This season the Tigers are determined to take this team to the next level. Coach Calipari continues to recruit top players giving the Tigers tremendous depth and promise.

IV. Theme

The theme for the 2002-2003 basketball season is "*leavin' it all on the floor*" combined with a very dramatic black & white look.

V. Ticket Pricing

A. Season Tickets

- | | |
|-----------------|-------|
| ▪ Lower Level | \$335 |
| ▪ Upper Level | \$255 |
| ▪ Family Plan | \$600 |
| ▪ Faculty/Staff | \$168 |

B. Single Game Tickets

This season we will offer a \$5.00 ticket special for single games. Only a limited number of tickets will be available the day of the game.

VI. Promotional Materials and Mailings

▪ **Season Ticket Brochures**

5,000 season ticket brochures will be produced and distributed through mailings including:

- 2002-2003 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 any special events.

▪ **Player Trading Cards**

1000 player trading cards will be produced and distributed on March 1, at the Cincinnati game.

▪ **Schedule Magnets**

2000 schedule magnets will be produced and distributed at all the local Nationwide Insurance offices and will be given away at a game.

VII. Special Events

▪ **Memphis (Midnight) Madness**

Memphis Madness will be held on October 11, at the Fieldhouse. This year we will invite students and season ticket holders to pick up tickets in advance to attend the event. We will introduce the Lady Tigers and have various activities for the fans.

VIII. Game Atmosphere/Promotions/Entertainment

The atmosphere surrounding the U of M basketball 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). 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:

- **Fun Gun:** throughout the games we will launch premium items into the stands
- **Raining 3's:** every time the Tigers make a 3 pointer we will launch t-shirts from the catwalk.
- **Tiger Toss:** cheers will throw mini basketballs into the stands during a time-out, every game.

- **Kroger Katch:** two contestants will try to catch mini basketballs, being thrown from the catwalk, with a mini shopping cart, while the band plays “*Let’s go Krogering*”.
- **Pizza Hut Delivery:** the Pizza Hut delivery man will deliver a pizza certificate to a lucky fan.

2). Tiger Vision

The Marketing Department and Tiger Sports Properties will again work with Running Pony Productions to produce fun and entertaining 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
- Starting lineups
- Halftime stats

IX. Student Promotions

The Marketing Department will work with the Student Activities Council, Greek Affairs and Residence Life to increase awareness to students and generate excitement surrounding Tiger basketball. The following are promotions that we are currently working on:

1). Dorm Storm

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

2). A-Frames

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

X. Game-by-Game Summary

- **Universal All Stars, Tuesday, November 5, 7pm (exhibition)**
- **Austin Peay, Friday, November 22, 8pm (double header)**
Sonic and Dr. Pepper are the game sponsors and we are distributing 1500 #1 foam fingers. The ZOOperstars will be performing during halftime.
- **Arkansas Pine-Bluff, Monday, November 25, 7pm**
Desoto Dance will perform during halftime.
- **Team Georgia, Saturday, November 30, 8pm (exhibition)**
We have a 9 & 10 yr. old basketball team playing at halftime.
- **Arkansas-Little Rock, December 3, 7pm**
Memphis Ballet will perform during halftime.
- **Furman, Saturday, December 7, 7pm**

- The Poms will perform during halftime.
- **Ole Miss, Thursday, December 19, 8:30pm (ESPN 2)**
The Extreme Dunk Team and the Poms will perform during halftime
- **Illinois, Saturday, December 28, 5pm (ESPN 2)**
- **Murray State, Monday December 30, 7pm**
- **Villanova, Sunday, January 5, 3pm (CBS)**
92.9 FM (93x) is the media partner. The Poms will perform during halftime.
- **Tulane, Tuesday, January 7, 7pm**
- **South Florida, Saturday, January 18, 7pm**
The Poms will perform at halftime.
- **Houston, Wednesday, January 22, 7pm**
Cal's Cubs and the Bartlett All-stars will perform at halftime.
- **Southern Mississippi, February 1, 1pm (ESPN +)**
Cal's Cubs and Poms will perform during halftime.
- **East Carolina, Tuesday, February 4, 7pm**
Cal's Cubs will perform at halftime.
- **UAB, Saturday, February 15, 7pm**
Cal's Cubs and Poms will perform during halftime.
- **TCU, Wednesday, February 26, 7pm**
Student athletes will be recognized during halftime.
- **Cincinnati, Saturday, March 1, 8pm (ESPN)**
FM 100 is the media partner. The Poms and a little basketball team will perform during halftime.

XI. Mass Media

See attached schedule