

Marketing Plan
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Team Gleason Skills Challenge

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Introduction

Team Gleason Skills Challenge is putting on a punt, pass, and kick competition on October 31, 2013 (Halloween). The participants of this event will be competing to see how many yards they can punt, pass, and kick a football. The event will be held at Grimes field, which is behind the Lighty Student Services building. The location and date of the event event are the two main reasons as to why we believe the event will be successful. Washington State University (WSU) plays Arizona State University (ASU) at 7:30 PM and the event will be from 4:30 PM up until game time. There are a lot of tailgating areas around Grimes field, which will bode well for the event. Thousands of people will be walking by Grimes field on their way to the game, which is why ambush marketing will be our main attack to gain participants for the event.

Mission Statement: Our purpose is to provide a fun pre-game activity for fans and benefit a great charity. With integrity, respect, and self-discipline we will put on a safe and successful event.

Target Market

Team Gleason Skill Challenge's target market is essentially anyone who goes to a cougar football game. This is a very broad target audience so we broke it down into segments: students/faculty, alumni, and Pullman residents/locals (Hardy, Mullin & Sutton, 2007). Information about how to reach these segments/demographics can be found below.

Target Market Research

Socio-economic: Pullman in 2010

- 11,029 households, 17.1% of which had children under the age of 18 in them (Census, 2010).
- 3,898 families residing in Pullman (Census, 2010).
- The median income for a household was \$20,652 (Census, 2010).

- Median income for a family was \$46,165 (Census, 2010).
- The median household income is skewed because of the high population and low income of students (Census, 2010).
- Males had a median income of \$36,743 versus \$29,192 for females (Census, 2010).
- The per capita income was \$13,448 (Census, 2010).
- 15.3% of families and 37.5% of the population were below the poverty line (Census, 2010).

Cultural

- Passionate WSU students and fans.
- There will be added passion due to a nationally televised game.
- The game is on Halloween, which will encourage fans to dress in costumes making it a fun environment.
- The game is on ESPN and will attract members of the Cougar Athletic Fund and other high donors for the university.
- The event is located near the main donor parking lot where they will most likely be tailgating.

Environmental

- Team Gleason Skills Challenge plans on recycling any and all marketing materials, such as flyers and posters.
- Instead of using paint to mark the field we plan on using cones to avoid emitting paint fumes.

Marketing Mix

Price

- The price of the event will be \$5 per person.
- Many of the main donors towards WSU Athletics will be tailgating near Grimes Field. For this reason, they will be the main target market.
- The price is at least five dollars to ensure that the donors will be encouraged to donate more (Hardy, Mullin & Sutton, 2007).
- The low cost will also accommodate poor college students and encourage more people to participate.

Product

- In order for the event to gain popularity, Team Gleason Skills Challenge will need to use product extensions (Hardy, Mullin & Sutton, 2007).
- Team Gleason Skills Challenge plans on doing this through marketing the event's charity (Team Gleason) and sponsors. Team Gleason Skills Challenge will use the reputation of Team Gleason and sponsors to convince the public they should participate in the event. Being affiliated with a good charity already puts a positive label on the event. Now it is up to the staff to market it properly and effectively.

Place

- Team Gleason Skills Challenge has a prime location for the event. It is at Grimes field behind the Student Services Building.
- Grimes field is only about a quarter mile from Martin Stadium and close to high profile tailgating areas. This will allow for a lot of exposure for the event as people walk by Grimes field on their way to the game.

Promotion

- The marketing department received word of Team Gleason Skills Challenge and they want to tie it together with the rest of the game day festivities.
- Creating a Facebook event will help reach WSU students. This would immediately reach all of the staff's friends and reach many more as people join the event. Team Gleason Skills Challenge thinks this would have the potential to reach thousands of WSU students if done properly.
- Team Gleason Skills Challenge can also reach the students and faculty through fliers and posters on campus. Yes, most of these get thrown away immediately, however, it would be cheap to print and it would not hurt to try.
- Team Gleason Skills Challenge will talk to the ticket office and send out a promotional email to all season ticket holders. We can also have our event posted on the Team Gleason Facebook page along with their Twitter page.

People

- Team Gleason Skills Challenge expects twelve to fifteen employees and volunteers at the event.
- Team Gleason Skills Challenge has five group members (employees) and hopes to have anywhere from five to seven Sport Management volunteers. There will also be a university recreation (UREC) employee who is required to be at Grimes field when there is an event. Also, Team Gleason Skills Challenge is close to gaining a partnership with WSU athletic marketing. They have stated they will want an employee at the event to make sure it goes well if they become a partner.

- All of these employees and volunteers are qualified to make the event go well with minimal risks.
- The UREC employees are all certified in CPR/First AID, which helps with liabilities for the event.
- The WSU athletic marketing employee will have a lot of experience in promoting athletic events and Team Gleason Skills Challenge's staff is filled with qualified sport managers.

Process

- Team Gleason Skill Challenge's goal is to put on a successful form of pre-game entertainment that helps support a good cause. However, Team Gleason Skills Challenge does not want to lose sight of the experience of the participants.
- The design of the event will make sure the customer experience is top notch. Specifically, Team Gleason Skills Challenge will design the competition so every station is separated (punt, pass, and kick). If the event has a large group of people lined up then there will be two participants competing at the same time.
- Based on this design, there will be minimal waiting for participants. The staff will be integral in assuring customers have fun and are safe in the process.

Physical Evidence

- Team Gleason Skill Challenge's sponsors (Snap Fitness and Ferdinand's) will be at the event with their own tents to promote their product and event.
- Team Gleason will also be in attendance to help promote and raise funds for ALS.
- The event will be marketed through various channels. Advertisements will include the name, location and other details to ensure participants understand the event. These advertisements will also contain sponsor's logos.

- Team Gleason Skills Challenge will have radio advertisements, Facebook, Twitter and their own personal website to promote the event.
- Full details with logo sponsors will be provided to update everyone on the event's progress.
- Spreading the word in advance will ensure fans show up to the event (Hardy, Mullin & Sutton, 2007).

Sponsorship Program

- Team Gleason Skills Challenge will approach potential sponsors in a way that makes them feel comfortable with the staff. However, Team Gleason Skills Challenge also needs to be firm when pitching proposals in order to receive the funds necessary to put on the event (Hardy, Mullin & Sutton, 2007).
- First, Team Gleason Skills Challenge will explain the event and tell them why it will be successful.
- Team Gleason Skills Challenge's main pitch is to tell possible sponsors the event is for charity (Team Gleason). Most people, if not all, affiliate the word charity with good thoughts. This is why an organization will want to sponsor the event, along with the rest of the groups in class.
- If people see an organizations name next to a charity, it will boost the brand image of that organization. For example: Team Gleason Skills Challenge, sponsored by Snap Fitness. This is a huge advantage for the event to get sponsors and also for the sponsors themselves.
- When communicating with potential sponsors, Team Gleason Skills Challenge will start out slowly pursuing them and then go harder and harder. The staff will start out with an

email and if the event does not receive a response, Team Gleason Skills Challenge will call them and eventually show up in person.

- Once Team Gleason Skills Challenge has their sponsors, it will be up to the sponsors as to how they want to communicate event staff. Team Gleason Skills Challenge wants to treat them right, so whatever suits them best will work for the event staff. Emailing, texting, and calling are all easy forms of communication. If they need to meet in person for updates on the event, Team Gleason Skills Challenge will gladly do so.

Gold package

- Team Gleason Skills Challenge is hoping to get two to three total sponsors and the gold package is reserved for our official sponsor.
- Team Gleason Skills Challenge will be asking for \$300 for the gold package. If this is clearly too much for the sponsor, Team Gleason Skills Challenge will ask for \$200 and still allow them to have the gold package.
- This sponsor will have naming rights for the event as long the name includes the words Team Gleason Skills Challenge. Also, if they provide a banner, event staff will hang it up with zip ties on the Grimes Way Playfield fence.

Silver package

- All other sponsors will receive the silver package in which Team Gleason Skills Challenge will ask for \$100.
- Team Gleason Skills Challenge is hoping to sponsor the three segments of the event separately. For example, the punt could be sponsored by one organization and two others could sponsor the pass and kick portions.

- The main difference between the gold and silver package is the silver does not get naming rights and Team Gleason Skills Challenge will be asking for less money. They could sponsor the coffee and hot chocolate cart if they would like to.

SWOT Analysis

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Team Gleason is very popular • Good location for tailgaters • Athletic Marketing on board • Low costs • Sponsors willing to be involved • Minimum \$5 donation • All ages 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Far walk for students • Thursday night game • Could not get the Mooberry Field
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Lots of potential participants • Wealthy boosters nearby • Could be great weather • Willingness of Coug fans to get involved 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Potentially bad weather • Other promotional events nearby

References

Hardy, S., Mullin, B., & Sutton, W. (2007). *Sport marketing*. (3rd ed.). Champaign, IL: Sheridan Books.

United states census bureau. (n.d.). Retrieved from

<http://quickfacts.census.gov/qfd/states/53/5356625.html>