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SPGMT 489

Marketing Plan Write Up

**Introduction**

Our marketing goals are too have 100 people like the Hoops-for-heroes page on Facebook and 100 followers on twitter. These numbers are almost double the amount of people that we will need to fill every time slot at the event. Even though everyone who sees the promotional material will not sign up they will have been made aware of our cause.

**Market Research**

As of 20012-13, the population of Pullman is 29,799. Our target market is men and women ages 18-24. For ages 18-19 the population is 1,963. For age 20 the population is 1,975. For age 21 the population there is 2,472 people. For ages 22-24 the population is 3,352. The total number of people for our target market is 8, 862.

As of 2011 the average income of Pullman residents was $23,472. For our target market of men and women ages 18-24 the average income is less than $10,000.

Our target market is a big population with a small income. This is due to the fact that a lot of the people in this category are college students with no job, a part time job, or making close to minimum wage. This means that people ages 18-24 are a great target market to pursue, but in order to attract them we must keep costs low due to the lack of income. This means we offer a cheaper entry fee but get more participants.

This information gives us the data on whom to make our target market. With knowing the target age we will know how to best promote our material to them because since they are a younger group the best avenue for marketing would be social media, including Facebook and twitter and word or mouth. With the income being low we know we need to make our fundraiser affordable for people to participate in so they will be willing to donate some of their money to our cause.

**Target Market**

Our target market is the male and female college students of WSU, ages 18-24. By making our marketing for this event geared towards Facebook and twitter more people our target market range will see this. We are also aiming at college students who have an interest in sports and playing basketball in their leisure time would be something that would interest them.

**Marketing Mix**

Product –

* The main product is the Hoop-a-thon for Marines of the Palouse
* Marines of the Palouse will receive all of the proceeds

Price –

* $5 entry fee for participants
* Gift cards and prizes for contests
* UREC Supervisor fee $12/hr
* Donations from sponsors
* Shoes donations for Playing for Kicks

Place –

* Physical Education Building (PEB) #144
* Washington State University campus off on Colorado Street

Promotion –

* Facebook and Twitter announcements will be made weekly until the time of the event
* Post information about our cause for people to become familiar with Marines of the Palouse
* Word of Mouth – we will talk to our friends about this and get as many people involved
  + Reach out to friends on sports teams and in the Greek community and get more people involved

People –

* The five members of our group will be supervisors of the event
* One to two UREC employees will be paid at the event to supervise the facility as certified first aid personnel
* The managers of the Men’s Basketball team will volunteer as shot counters and rebounders as well as the other Sport Management classmates
* Personnel from Marines of the Palouse may also be available to sit at a donation table at the event

Process –

* Hoop-a-thon and series of competitions implemented to raise money for Marines of the Palouse
* Participants shoot for eight minutes with two minutes of transition time between shooters
* After the assigned time of shooting, the participants will move to the free throw and three point competition
* Upon completion of the Hoop-a-thon the competitions will be concluded and winners will be announced and presented with prizes

Physical Evidence –

* Participants will be able to see each sponsor of each hoop
* As they see each hoop made they know that they are helping to contribute money to a good cause
* A donation table set up at the event
* Shot counters and rebounders will be there to assist the participants to generate maximum per shot donations

**S.W.OT. Analysis**

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| Strength –   * Teaming up with Marines on the Palouse and Playing for Kicks * Having the event on campus is a strength because the majority of our target market lives near campus or in campus housing. * Knowing the event is a charitable event and that the proceeds will be donated to charities is another strength. | Weaknesses –   * Having an event on a holiday weekend could lead to less potential participants |
| Opportunities –   * We have an opportunity to raise awareness and donations for two organizations. * All the group members have an opportunity to gain valuable experience planning and putting on an event. * This is also an opportunity for the group to meet new people and network within the Palouse region. | Threats –   * Threats could include other events geared towards Veteran’s weekend, people’s personal agendas, the National Football League, as well as any other campus event. |

**Sponsorship Plan**

Gold – Minimum donation of $300 for a sponsorship on one of the three Hoop-a-thon hoops. The donation may either be a per shot donation or flat donation. If the participants at the hoop do not accomplish $300 through a per shot donation, the remaining balance will be contributed as a flat amount. A maximum may be set above $300 in a per shot commitment. With the Gold level sponsorship, the sponsor will receive advertising space on and around the hoop and on social media. Also, the MC will speak of the sponsor numerous times throughout the event.

Silver – Minimum donation of $100 for one of the two hoops uses in the competition series. The donation may be given in a flat amount, prizes, or a combination of both. The sponsor will receive advertisement on and around the hoop as well as multiple announcements by the event MC.

Bronze – This package is for sponsors who do not wish to sponsor a hoop. We will accept flat donations or prize donations that benefit our event. Each contributing sponsor will be recognized several times throughout the event by the MC.

Works Cited

*How Many People Live in Pullman Washington for 2012 and 2013*. Retrieved from Suburban Stats: http://suburbanstats.org/population/washington/how-many-people-live-in-pullman