

## 1. Executive Summary

The “Panther Pre-season Pride” campaign will begin on September 1<sup>st</sup> 2012 and run through September 30<sup>th</sup> 2012. This campaign will take place at the Bank Atlantic Center and through our fans emails and several advertising approaches. The Florida Panthers hockey team continuously maintains an image of family fun for their fans. Panther Pre- season Pride hopes to up sell ticket sales and season ticket sales. We also hope to up sell in out Panther Land merchandise store. The campaigns **objectives** have been designed to attract fans and their families to come and enjoy themselves at the games. “Panther Pre-season Pride” hopes to create a fun environment that roars with life and excites the fans about coming to games. The Panthers have a variety of **scheduled events** including trivia, giveaways and games. We are hoping to gain **publicity** by **advertising** in various media outlets such as WFTL AM 640, a sports talk radio station, also use our **online rewards program**. We will reward lucky fans with random email system sending out free game tickets along with giveaways like t- shirts. Also fans will have an all access pass to our online stats, schedules, and games photos and videos. Also we will have numerous billboards along several main highways in South Florida. In order for “Panther Pre-season Pride” to run successfully we are going to have a \$234,500 **budget**. That money covers all advertising costs along with the promotional items. There are many **benefits to the client and advertiser** such as building a stronger fan base and by doing this we will increase our ticket sales and season ticket sales. By hold the “Panther Pre Season Pride” campaign we hope to benefit by gaining new fans and improving relations with existing customers, increasing positive team recognition, and promoting a online rewards program for our loyal and valued fans.

## **2. Description of business**

The search for a new arena began in 1993, when H.Wayne Huizenga obtained the new franchise for the Florida Panthers Hockey Team. The search process became a fast-track development strategy when the site in South Florida was selected in June 1996. A state-of-the-art arena had to be built by August 30, 1998, to accommodate the fall 1998 Hockey Season. They accepted the challenge. Walter "Budge" Upton, Director of Construction for Arena Development Company, led the construction team. For months, workers were building the arena in two shifts, including weekends. More than 600 construction workers set masonry, erected drywall, ran plumbing lines, installed air conditioning and ran miles of conduit for the electrical systems. Nearly 500 workers installed 19,000 theater style cushioned seats, carpeting and tile. Seventy suites were completed with wet bars, closed circuited monitors and leather upholstery. Averaging over 650 square feet, the suites are the largest in the country for this type of facility. Over 50 subcontractors and 2.3 million man-hours without a single injury generated all the activity. The end result reflects the youthful, confident and dynamic character of the Florida Panthers Hockey Team, as well as, an effective civic image for a full range of entertainment offerings.

The **Bank Atlantic Center** is located in Sunrise, Florida. It is owned by the Broward County and managed by Arena Operating Company. The cost was 185 million for the 139-acre site. It can hold 20, 763 people per concert and 19,250 for a hockey game. The widths of the suite club levels are 12ft each. In addition to the suites they have the **Patron Tequila platinum club, Budweiser Terrace**, and several Panther administration offices. There are three food courts on each of the Plaza and Mezzanine Levels that include a wide selection of items on the menu. Guests also have an opportunity to enjoy dining on the two **Party City Patios** outside the Plaza Level food courts. The **Cruzan Rum Bar** is located outside of section 116 on the main plaza level. The **Duffy's Sky Club** (formerly known as the Coach's Club) is located on the Sunrise Terrace of the Bank Atlantic Center and encompassing approximately 8,000 square feet, the Duffy's Sky Club will cater to 500 members who will receive a full-service bar, specialty buffet and tremendous sightlines for NHL hockey. The **Prime Time Stubs box** office is open Monday through Friday, 10 a.m. to 6 p.m., with extended hours on event days. The box-office window remains open for one hour after an event has started. The Svedka Bar is located in the main lobby and in front of section 101 and 134. The bar serves the Svedka Vodka brand and other liquors. It also serves a selection of beer and wine during all Bank Atlantic Center events.

### **3. Objectives of the Campaign:**

1) Increase hockey game ticket sales by 6%

Our fans are very important to us and the more tickets we sell the more fans we will

have at each game

2) Increase sales by 500 Full season tickets plan holders

The only thing more important to us than our fans are our loyal season ticket holders although we offer different plans we want to increase our full season tickets.

3) Corporate events

Increase corporate events in the many clubs and bars throughout the arena.

4) Promote our **online loyalty marketing promotion**

Register online at [www.bankatlanticcenterrewards.com](http://www.bankatlanticcenterrewards.com) for free!

Earn points every time you attend a hockey game you will earn points

When you earn enough points you will receive free tickets to games!

#### **4. Schedule Of Events**

##### **A. Special Events**

- Online Loyalty Marketing Programs
- Private Sale
- Special Appearances

##### **1. Online Loyalty Marketing Programs**

We have decided on a Email Campaign to contact customers about the Bank Atlantic Center. **Loyalty programs** are a way for us to encourage the continued patronage of the

fans. They allow us to gather data on the fans behavior in order to decipher trends, appropriately reward loyalty, and influence behavior. Loyalty programs take many forms; some of the most common include email campaigns. Our personal promotion will be a free program and before you enter the game, a booth will be prepared to sign up with your email to receive coupons for stores and concession stands throughout the Bank Atlantic Center. An alternative loyalty program will be sending various coupons to our fans through mail. Fans will receive coupons for free item, discounts, and vouchers for free tickets!

## **2. Private Sale**

On our 2011- 2012 opening night, October 15, we will be wrapping up our pre- season campaign. In this we will be having autographed jerseys, sticks, and helmets only available to those signed up for our online loyalty program. Fans will be able to sign up for our program at this event.

## **3. Special Appearances**

On October 15<sup>th</sup> we will also have some “guest stars”. We will have retired Panther players along with coaches. They will be signing autographs in between the second and third period on our opening night game. This opportunity will also only be available to our fans signed up for the online loyalty program.

## **B. Advertising**

**Billboards-** Outdoors advertising is highly visible and relatively inexpensive. It provides a 24 hours a day, 7-days-a-week message, and can be located to reach specific target markets. We will use billboards to reach fans in our target areas. Our billboards

will be located on 595 heading North towards the arena. Also our billboards will be located on 1-75 heading west. We hope that these billboards will draw new fans to our Hockey Games.

**Social Media/ Online-** Online advertising is a form of advertising that uses either e-mail or the World Wide Web. We will be using the Pay per Click method (PPC). Search engines and services, such as Goggle, Bing or Yahoo; provide listings on a per-bid basis. This is in addition to their ‘natural’ search result, which is still powered by a combination of keywords found on your site, link popularity and other formulae.

An impression is a single appearance of an ad on a computer user’s screen. We will have ad’s on different websites on a daily basis we will also have the link to [www.bankalanticcenter.com](http://www.bankalanticcenter.com) so fans can easily access our website and buy tickets.

**Radio-** This ability to reach a wide audience makes radio an extremely efficient and cost-effective advertising media. We will advertise on radio stations that target our main fan base. Like WFTL AM 640. These stations also broadcast to Broward, Palm Beach, and Miami- Dade.

### **C. Display**

**Marquee-** We will have our marquee outside the building and in the parking lots displaying the name of our campaign “Panther Pre-season Pride”.

**Lighting-** During intermissions and before and after the game we will have dim lighting to create a fun club atmosphere, during the game the lights will be bright in order for every fan to enjoy the game.

**Music-** We will have fun dance music that is family appropriate playing throughout the night.

**D. Publicity**

“Panther Pre-Season Pride” will be sending out press releases to various medias like radio stations as well as local appears where we will be announcing the special events and promotions that are said to take place. It will also be sent out via press release that we will be having giveaways, autograph signings, and special sales, These will instill excitement in fans about coming to games the rest of the season, therefore increasing our ticket sales.

**5. Responsibility Sheet**

Throughout the Bank Atlantic Center we have many employees, Management teams, and staff. Each department will have their own jobs during the promotion and through the first game.

Duties required for Sales Promotion	Duties & Responsibilities
Management Team	Supervise Promotions, Make sure fans are experiencing all that we have to offer
Staff	Organize games and promotions running through out the arena
Employees	Do normal jobs be sure to inform fans about our special promotions and online loyal program. Food stations up sell!

## 6. Budget

Advertising plays a huge part in the selling of our tickets through out the season. For the current 2011- 2012 season our surrounding South Florida sports teams affect our ticket sales. The Florida Marlins Baseball team came last place in their division, the Miami Heat Basketball team is on strike, and The Miami Dolphins recently won their first game of the season. In that people want to see a winning team so the better the Panthers do the more people will come to the games and purchase season tickets. Team play is the number one source of advertising.

### Advertising Media Cost

Advertising Media	Cost
<b>1. Lamar Outdoor Advertising (billboards)</b> I will have 6 billboards through out the season in South Florida. Florida's Turnpike North & South, I-95 North & South, and I- 75 West.	4,000 per month X 7 Month Season X 6 Billboards = \$ 168,000
<b>2. WS promote Company (PPC pay per click)</b> I will have ad's on websites and social media websites to advertise to fans all over and also to promote our website.	1000 PPC Keywords Management X 7 Month Season = \$14,000
<b>3. Howie wood radio advertising company</b> We will advertise on radio stations like WFTL AM 640.	3,750 per month X 7 Month Season X 2 Radio Stations = \$52,500
<b>Total Advertising Budget</b>	<b>\$234,500</b>

## **7. Statement of Benefits to the Client/ Advertiser**

The Florida Panthers are extremely dedicated to their fans and besides for team play our main goal is for fans to enjoy themselves when they come to games. By developing an image of family fun in our advertisements we hope to gain a steady fan base and improve customer satisfaction. We will also up sell the Panthers brand, which is sold in Panther Land on the first floor of the arena.

- Increase ticket sales
- Increase season ticket sales
- Up sell Panther apparel and merchandise

We are confident that Panthers management will be pleased with the results of this campaign.

## **8. Bibliography**

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407 313
- Mr. Kennedy/ Monarch DECA Advisor- Helpful tips and suggestions  
throughout the writing process
- Phil Reitz, Controller at Bank Atlantic Center- Helpful Insight on Facts and  
budgets
- [www.Bankatlanticcenter.com](http://www.Bankatlanticcenter.com)- Online resource for everything about the bank  
Atlantic center including schedules

- [Www.sunrisechamber.com](http://www.sunrisechamber.com) - Chamber of Commerce website- Used for surveys conducted
- [Www.WFTL.com](http://www.WFTL.com)- Radio Advertising, trivia games
- [Www.payperclickacademy.com](http://www.payperclickacademy.com)- Online advertising
- [Www.lamar.com](http://www.lamar.com)- Billboard Advertising

## 9. Appendix



Fans at the game who won Tickets through radio stations.



During a home hockey game.