



FAN FESTIVAL

RAIDERS

LAS VEGAS

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Fan Festival

Raiders La vegas

- ❑ Location: Las Vegas Strip
- ❑ Date: Friday & Saturday of Week 3 of September
- ❑ Price: GA → Starting \$100 / VIP → Starting \$600

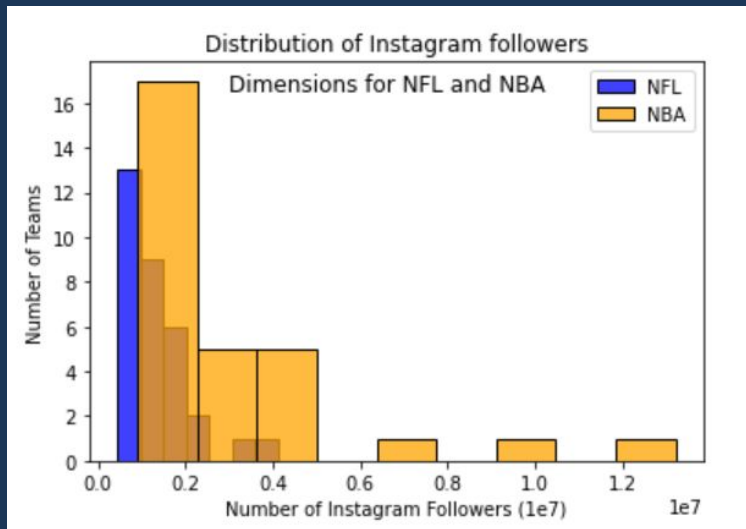
Activities:

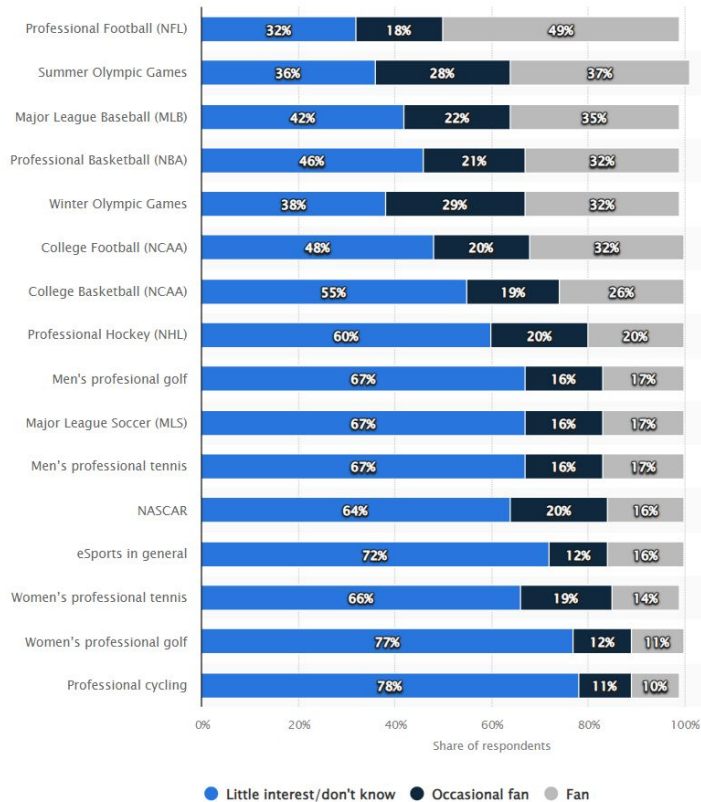
- ❑ Friendly match between raiders and Kansas City Chief
- ❑ Meet up, photos and signatures
- ❑ Merch
- ❑ Kids day: kids activities with raiders players
- ❑ Conference and Q&A
- ❑ Mini music festival



Why Football?

- When looking at social media presence, American football has some of the lowest levels of presence and interaction
- HOWEVER, this difference is accounted for by fan demographics and content interests of NFL fans





Familiarity and Demographics

- According to a 2022 survey, **67%** of people surveyed indicated partial or total fandom of American Football, much higher than any other sport
- General market research has found that most NFL fans are in their late 20s and above, whereas sports like basketball have younger fandoms correlated to greater social media presence

Top 5 NFL Teams in Terms of Total Attendance



1. Dallas Cowboys

1.36 million fans



2. Denver Broncos

1.24 million fans

3. New York Giants

1.20 million fans



4. Carolina Panthers

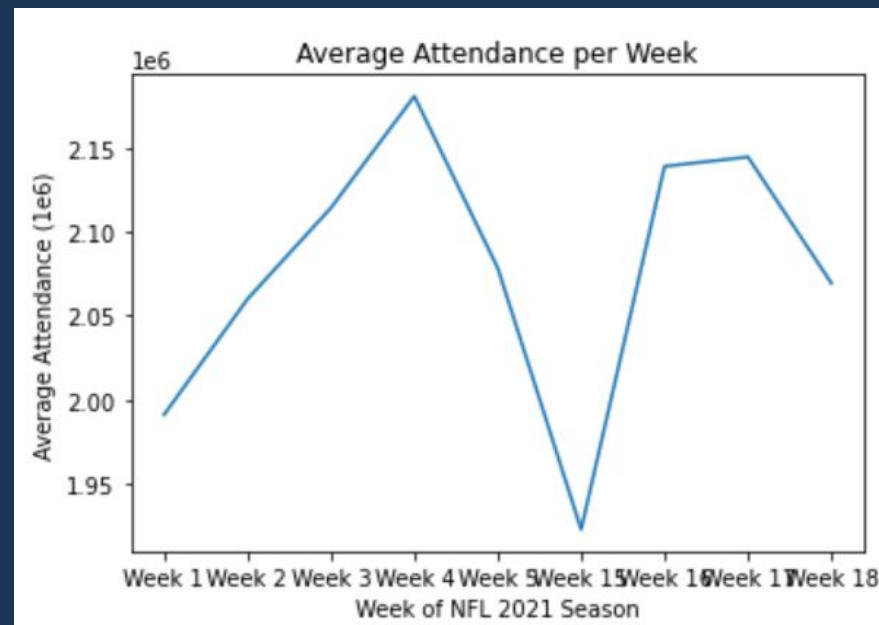
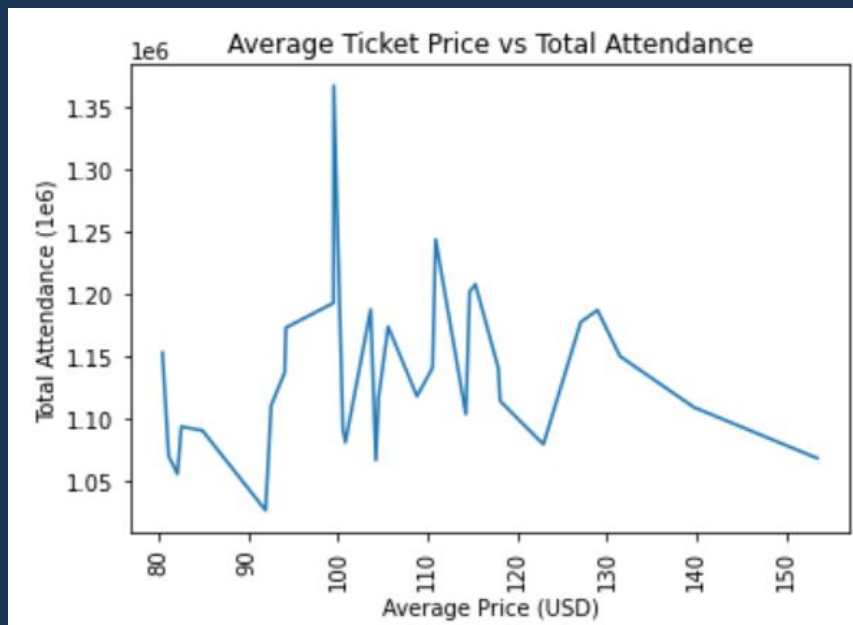
1.20 million fans

5. Kansas City Chiefs

1.19 million fans



NFL 2021 Event Trends



Takeaways



Event Pricing

To maximize attendance, the ideal pricing lies around \$100



Timing

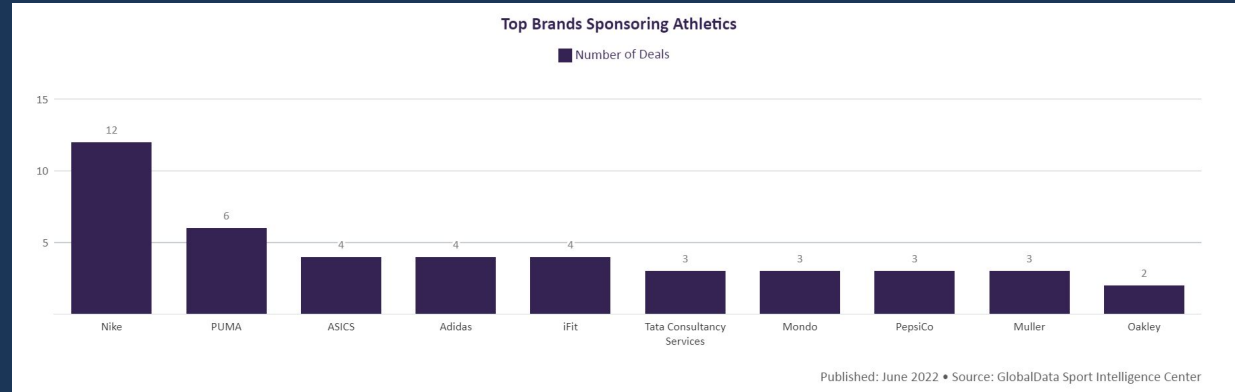
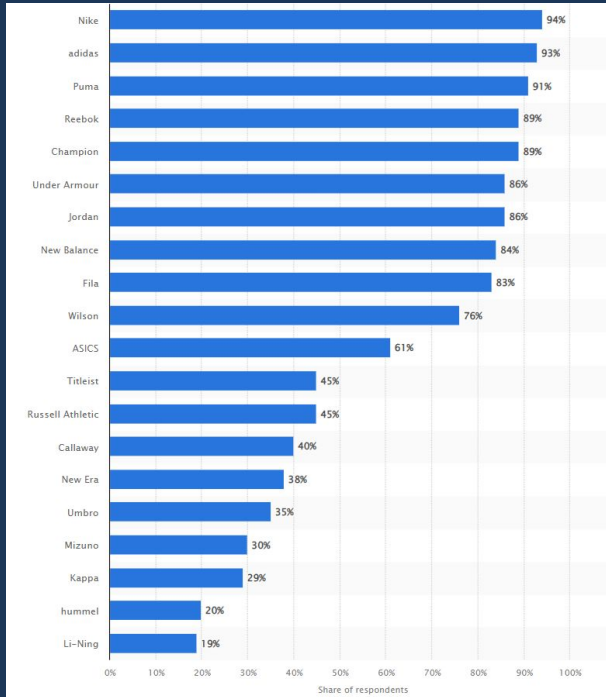
Around Week 3 of NFL season (mid-late September) is most popular



Team Choices

1. Las Vegas Raiders
2. Kansas City Chiefs

Top Sports Brands



The Top 5 Recognizable Brands:

1. Nike
2. Adidas
3. Puma
4. Reebok
5. Champion

The Top 5 Sponsors:

1. Nike
2. Puma
3. ASICS
4. Adidas
5. iFit



STRENGTHS

01

Strong fan base

As Raiders fans being so passionate and dedicated to their team, this can lead to a high attendance, as well as putting up a live atmosphere at the festival.

04

Rival – friendly match

Having a friendly match between Raiders and Kansas City chiefs, being consider to be one of the biggest rivalries in the NFL. This can create excitement and attracting not only raiders fans into the festival, but as well Kansas fans, leading to create an excitement environment for the match.

02

Vegas Hotspot

The location being Vegas, it's one of the most popular tourist destination in the US, which gives opportunity not only not attract local and other US states visitors, but also possibility that international fans may come to the festival.

05

Game Week

The fan festival will be hosted between game week of NFL season, this could create a sense of excitement and expectation by fans, especially that a friendly match will be happening, as well as a great opportunity to promote NFL.

03

Variety and engaging activities

The festival attracts attendees by presenting them with a two-day weekend fan festival, which includes variety of activities, friendly match game, meet up with team players, merchandise with signatures, Q&A, Kids activities and an evening/night music festival. The variety of the program attracts different interest and providing for everyone.

06

VIP access

By offering the opportunity to fans for VIP experience, areas, setting and more perks it adds value to the experience but as well as to generate additional income.



WEAKNESSES

01

Operational Costs

Such as big event would require significant financial investment, from venues, player appearances, marketing, logistics and staff, artists and more.

02

Scheduling

Not only raiders team availability, but as well as the Kansas city , artist to play and their existing commitments could affect, and especially since its week game it can be complicated.

03

Weather

September may still be quite hot during daytime hours, which may uncomfortable for some attendees.

04

Competition

Other events and festivals happening in Vegas on the same time and days frame, could potentially affect attendees and media competition

05

Limited capacity

Venues capacity may be limited, which it could restrict the potential numbers of attendees, as well as opportunity for generate money.

06

Potential players availability

Some players it can be due to injury or schedule, they may be limited to meet up, signatures and Q&A.



OPPORTUNITIES

01

Fans experience

Giving such variety of attraction and activities, such as interaction with team players, kids day activity and music festival, enhances the fan experience by not being only a fan festival, and vegas gives it last touch.

04

Partnerships and sponsorships

It gives the festival the opportunity to collaborate with local businesses, big sponsors companies, and other organizations that helps to generate additional revenue. Also they can enhance the festival with offerings, as well that helps to expand the reach of the fan festival.

02

Promotion

The festival gives a great opportunity to promote the Raiders team brand, especially with Vegas since they we acquired in January 2020, not less than three years ago, by La vegas, so this could be a great opportunity into attracting an increasing their new team place.

05

Tourism

Vegas it's already one of the best tourist places in the US, but by hosting this festival, it could lead to a boost on the local community by providing visitors which helps the local economy.

03

Local business

Local business such as hotels, restaurants and entertainment venues, can provide cross-promotion by collaborating with the festival. By presenting opportunities like deals, discounts or more to festival attendees could attract more visitors for both.

06

Community friendly

The festival engages with its local community, and including kids activities but also charitable initiatives, could create a positive image, as well as a stronger bond with its fans.



THREATS

01

Competitive events

Variety of festivals, concerts, conventions and sporting events (specially game week) may increase competition for the Festival. Also since Vegas is a 24/7 town with events weekly, specially on the weekends.

02

Logistics

The coordination from the teams, players, brands, venues, and players need to ensure a flow of the activities. Some challenges may be present that can affect planning and execution.

03

Price

Including the ticket price, plus hospitality, ride (car gas or airplane) and food could be expensive for some part of the fan base, which it could limit the attendance for a certain segment.

04

Fan expectations

Fans rely on the organization, experience and the success of the festival to meet fan expectations. The failure by the festival to not deliver their needs, as well as a fail in logistics or organization, could lead to negative reputation and damage to the image.

05

Sports events

They still the competition of other potential sport events happening, that could impact on the attendees of the festival, by giving fans other options to opt for.

06

Weather

Negative unexpected weather conditions like: extreme heat, storms and more, could risk the festival especially all the outdoors activities.



SPONSORS

SPORTS APPAREL BRANDS

- ❑ Provide exclusive merchandise options and sponsorship opportunities.
- ❑ Production and promotion of custom Raiders themed merchandise for the festival.

LOCAL BUSINESSES

- ❑ Collaboration can be mutually beneficial.
- ❑ Offer special discounts or packages for festival attendees.
- ❑ Providing convenience.
- ❑ Local entertainment venues or attractions, which can increase the festival experience.

BEVERAGE COMPANIES

- ❑ Sponsorships opportunities through booths and brand at the festival.
- ❑ Experience by offering a variety of drinks and promoting at the festival.

MEDIA COMPANIES

- ❑ Partnership with streaming platforms could help live streaming the event and providing exclusive content.
- ❑ Collaboration with media and online platforms could increase publicity as for the festival.

FINANCIAL INSTITUTIONS

- ❑ Partnership with banks and credit cards companies can provide financial support opportunity.
- ❑ Sponsorship for both, and offers like benefits or rewards for customers that attend the festival to enhance their fan experience.



HOTELS

Being "Las Vegas Strip" the Venue, the perfect sponsors will be to cover most of the hotels within location in Las Vegas Strip.

By offering packages of Tickets + Special night fares for the weekend of the festival, from Friday to Sunday.

Special discounts to upgrade rooms

Hotel Sponsors, vary from price ranges, environment and amenities:

- ☐ The Venetian Resort
- ☐ Caesars Palace
- ☐ Bellagio Hotel and Casino
- ☐ The Cosmopolitan Of Las Vegas
- ☐ MGM Grand Hotel and Casino

LOCAL BUSINESSES

- ☐ The Mirage Hotel and Casino
- ☐ Flamingo Las Vegas
- ☐ Treasure Island Hotel and Casino
- ☐ Excalibur Hotel and Casino

RESTAURANTS

Food Truck and Food zones: through the event food will be needed for the attendees so a collaboration with local restaurants, by offering them a space to sell and promote the brand at the event.

Promotions: at the day of the event codes and coupons can be giving to the attendees for discounted meals at restaurants.

VIP In dining: Dining at the VIP experience could go in a collaboration with a fine restaurant, by giving them a space where VIP guests can have the experience of In dining at the festival. Just like if they were at a restaurant.

Food Truck and Food zones, possible sponsors:

- ☐ The Munch Box
- ☐ Tacos el Gordo
- ☐ Sliding' Thru
- ☐ True-N-Yaki
- ☐ Stripchezze
- ☐ Panda Express
- ☐ Rolling Smoke Barbecue
- ☐ Fat Tuesday

Promotions

All restaurants are invited that will like to send an employee as to offer attendees coupons and codes.

VIP Dining:

Jaleo: A Spanish restaurant which offers tapas and Spanish courses. Tapas its important factor of choosing, since some people will like a quick but high quality snack meal.



ENTERTAINMENT

Collaboration with clubs and venues as for the mini music festival sponsor.

The venue or club will be used on the day of the mini music festival, which will allow them for promotion opportunity.

DJs and artist to play at the music fest, so a opportunity for the festival to promote by artist playing.



Venue:

The boulevard Pool at The Cosmopolitan: Rooftop and outdoor venue, offers not only view to Vegas Strip, but as well as a large stage and atmosphere that can already host crowded events.



Famous DJs potential sponsors

- ☐ Calvin Harris
- ☐ Tiesto
- ☐ Steve Aoki
- ☐ Zedd

SPORTS APPAREL BRANDS

Nike:

- ☐ It's a global recognized brand which is known for its high quality and athletic clothing.
- ☐ Nike has a long history with collaborations on professional teams and athletes.
- ☐ Could provide appeal to needs of players and fans.



Fanatics

- ☐ It's the leading retailers of licensed sports merchandise.
- ☐ Experience in producing and distributing fan apparel makes them a valuable partner.
- ☐ Providing a variety of selections for Raiders merchandise for sale at the event.
- ☐ Autographed pieces.



BEVERAGE COMPANIES

Sponsorship by being the official drinks of the festival, and by having exclusive rights to sell and promote through the event.

Booths will be available for beverage companies to promote and give product sampling to the attendees of the festival.

Luxury brands will also have the opportunity to be in the menu of the VIP experience.



Sponsorships and booths

- ☐ Coca Cola
- ☐ Red Bull
- ☐ Gatorade
- ☐ Arizona Beverages
- ☐ Constellation Brands
- ☐ WhiteClaws
- ☐ Moon high
- ☐ Heineken



Luxury brand

- ☐ Johnnie Walker
- ☐ Patron Tequila
- ☐ Moët and Chandon

FINANCIAL INSTITUTIONS

- ☐ Financial Institutions could be the title sponsors of the festival, name and logo in festival promotion.
- ☐ VIP lounges by offering and exclusive benefits.
- ☐ Especial benefits for specific credit cards holders, like discounts, priority sitting and more



Potential Sponsors:

- ☐ American Express
- ☐ Citigroup
- ☐ J.P Morgan Chase

MEDIA COMPANIES



Partnership with stream media, by giving exclusive coverage and broadcasting rights.

Creation of content so it can be share as pre-event interview, recap and more through the festival website and social media.

Cross promotion is a strategy that benefits both companies, by promoting each other, with giveaways and other win prices.

Influencers deals to create content as not only promoting the festival but its sponsors as well.

Stream Media

- ❑ ESPN+
- ❑ NBC Sports Gold
- ❑ CBS All access/Paramount

Cross Promotion

- ❑ Uber/Lyft
- ❑ Spotify
- ❑ Red Bull
- ❑ Southwest Airlines

Influencers

- ❑ Influencers with a niche of sports and lifestyle
- ❑ Using social media platform, Instagram and more
- ❑ With and estimated of 500K and more

Recommended Action Plan

- ❑ **Goal: Create a profitable and dynamic, engaging fan event to connect NFL-sports fans on a national level**
 - ❑ Target Audience: NFL-enthusiasts, local (Raiders) fans
 - ❑ Creating opportunities for families and younger fans to engage in various activities and opportunities
 - ❑ Event Programming:
 - ❑ Interactive Experiences: Challenges, player-fan interactions, live entertainment (music/guest performers)
 - ❑ Fan zones and VIP experiences that will engage/interest fans
 - ❑ Logistics: Hotspot regions in the United States (such as Las Vegas, Los Angeles, New York City, etc.) with local football team
 - ❑ Marketing: Utilizing greater social media marketing techniques, sports media outlets, promotional content (videos, behind the scenes, etc.)
 - ❑ Financial Considerations: Developing clear and concise budget with efforts to collaborate with the NFL, local businesses, and companies to optimize spending and get potential brand deals/sponsorships for the event and garner greater community involvement

What makes this Fan Festival unlike any other Fan Festival?

- ❑ **Iconic Location:** Vegas it's known for its vibrant atmosphere and experiences.
- ❑ **Friendly Match:** The friendly match, especially between two long back rivalries adds excitement to the festival.
- ❑ **Friendly:** The opportunity of diverse activities from kids, raiders fans and music festival, gives and advantage by making it the festival for everyone.
- ❑ **Music and entertainment:** Fan festivals also provides attendees a unique experience that combines football with and excitement of evening along live music.
- ❑ **VIP Experience:** The festival gives choose of preferable tickets which comes with perks and benefits. Along engaging those audience seeking elevated experiences.
- ❑ **Merchandise :** By having limited edition merchandise with along of the players signatures it creates a sense of exclusivity along related to the festival.
- ❑ **Timing:** Taken into consideration that the festivals will take at the same time of Game Week of NFL season, it provides excitement to NFL fans. Becomes a must attend event for fans by being in alignment with NFL season.

This festival stands out from others due to the mix of combination of location, diverse activities, football and sports, experiences and offerings. It's a one kind of opportunity for Raiders fans not only to connect with the team , but to be involved in a memorable weekend along with other activities for all the family.