



BOISE STATE™

WOMEN'S BASKETBALL

Intern Challenge 2/2

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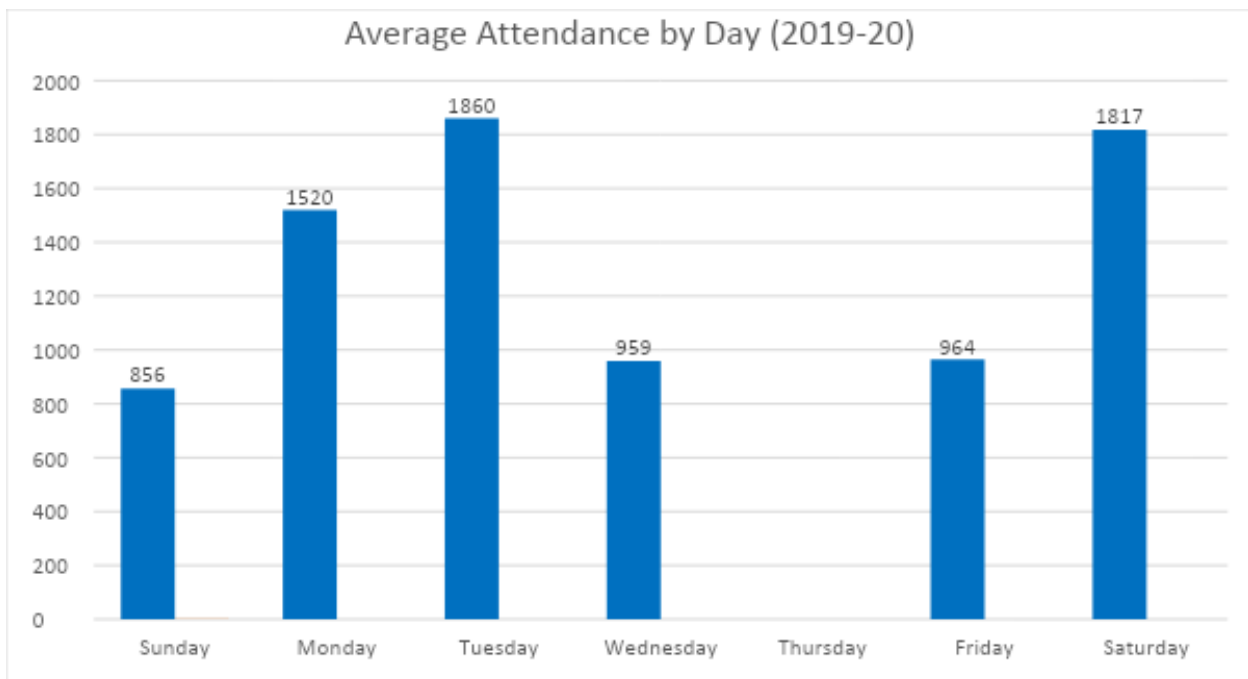
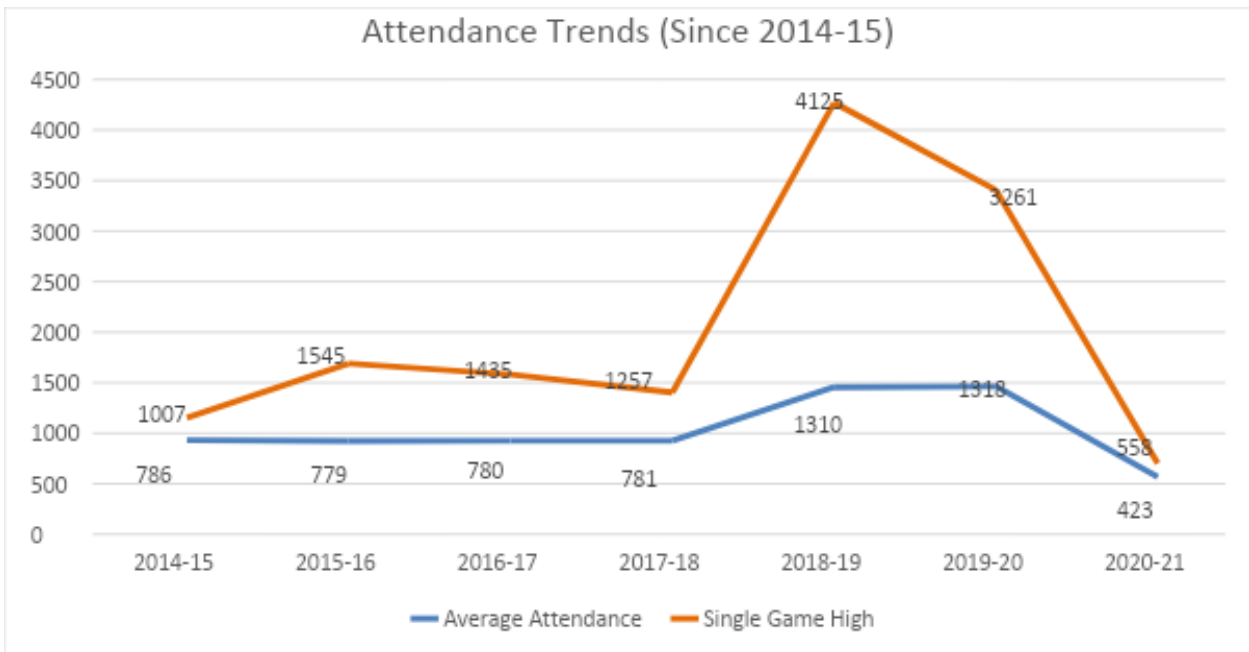
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OVERVIEW

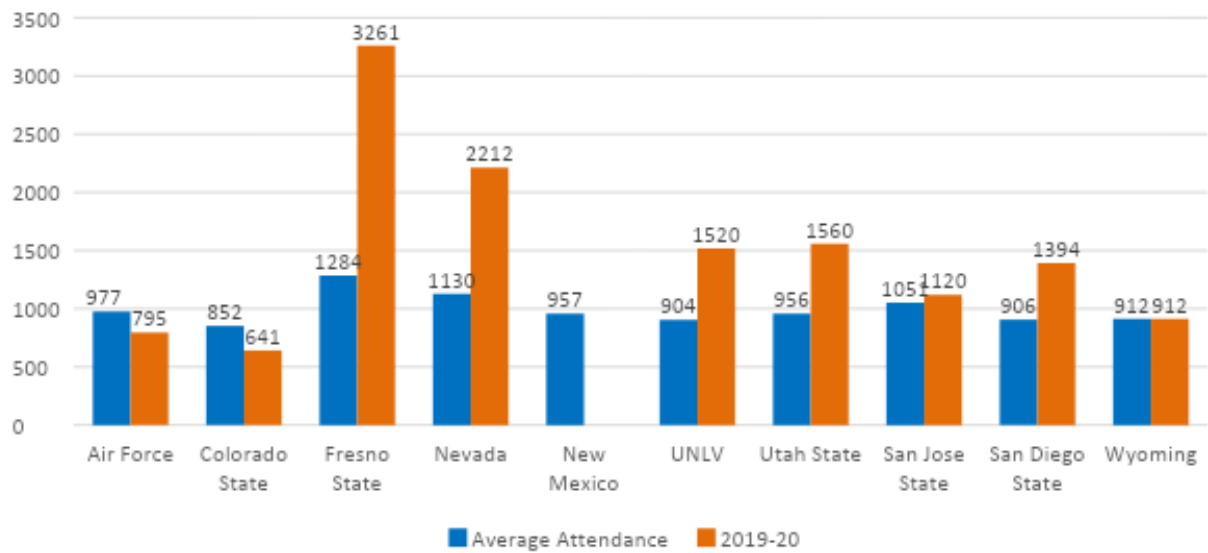
The overall goal of the Boise State Women's Basketball marketing plan is to increase the awareness and attendance of events throughout the year; to enhance the atmosphere and experience for both the athletes and fans.

Boise State Women's Basketball finished the 2020-21 season with a 14-9 overall record, 10-8 in the Mountain West and 9-4 in ExtraMile Arena. Over the past 5 seasons the Broncos are 63-17 (.786) at home. On the court achievements include a second Mountain West Championship Double and five trips to the NCAA Tournament in the last seven years.

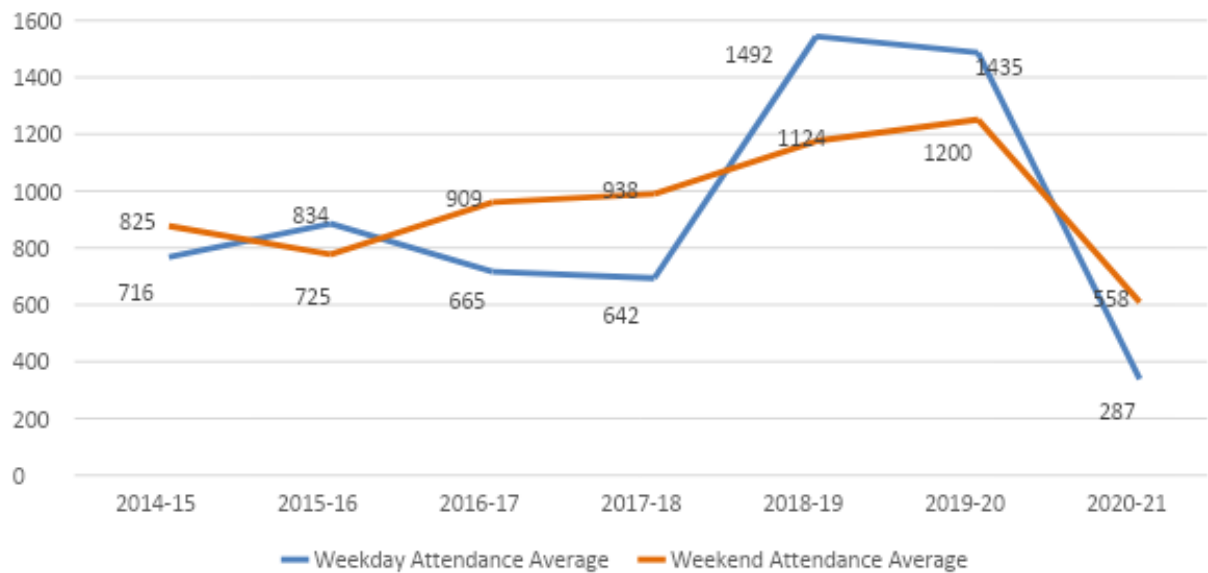
Attendance



Attendance Average by MW Opponent (Last Five years)



Weekday vs. Weekend Attendance



Situational Analysis

Strengths and Opportunities

- Playing against another Mountain West team
- 2 players on opposing team are “influencers” (millions of followers)
- Midweek game
- Promotion based around Women
- Becoming more tech savvy with our Bronco Sports APP. 12,000 users and 8,000 have push notifications.
- Local youth teams have gotten involved with attendance

Challenges

- Possibly less students during the 3rd week of school (tests approaching)
- COVID regulations
- Women’s games generally less attended
- Midweek game

Advertising Plan

The purpose of the advertising plan is to maximize awareness of Boise State Women's Basketball games through the available internal (University student and staff community) and external (Boise-area community) marketing mediums. The following information highlights the major marketing initiatives but is not limited to the creation of new marketing opportunities that become available.

External	
Audience: Casual fans, Boise State Athletics fans, BAA members, Fast Break Club, Boise-area, Boise State alumni	
Broncosports.com	The Boise State Athletics official website will be utilized extensively as an advertising vehicle for Women's Basketball: <ul style="list-style-type: none">● Web banners/static ads – Web banners and static ads linking to the online tickets page will be utilized during the week.● News releases – The marketing and sports information staffs will collaborate to include promotions in game previews.● Promotions web page – A promotions web page will be created to provide information on individual game promotions.
Social Media	<ul style="list-style-type: none">● Twitter – upcoming game and Gameday posts as needed, also highlighting wins, milestones and upcoming promotions.● Facebook – same● Instagram – same
Bronco Sports App	<ul style="list-style-type: none">● Push Notifications for game days and score updates● Student Rewards● Unique Prizes● Team Content
Bronco Update	WBB promotions will be included in the weekly Bronco Update and monthly BAA e-newsletters.
Cross-promotion	Promote through PA announcements and graphics at Men's Basketball game.
Grassroots	Marketing staff will initiate grassroots marketing to local basketball clubs and teams.
Street Team	Promote game on campus to students and staff by tabling in the quad. Potentially give away items / work with corral.

Game Day Experience

Below, the in-game initiatives are designed to create a memorable and positive experience for the fans and the local teams we have invited. These initiatives will allow us to enhance the fan's game-day experience, entice a return visit and hopefully increase attendance for the rest of the season.

National Women In Sports Day will be promoted before, during, and after the game through various promotions, videos, and audience interaction initiatives. Interactive and engaging tactics will be strategically applied into the game in order to create a positive and memorable game day experience for the attendees and female athletes who attend the game.

In-game promotions are determined first by sponsorship fulfillment requirements, and then at the discretion of the marketing and ticket staff. Additionally, clickers will be used to track student participation at the games.

GAMEDAY	
Audience: Game Day Crowd	
Marketing Table	Our marketing tables will host pocket schedules and additional marketing information about promotional events. The tables will also have free items that promote National Women In Sports Day before attendees enter the area.
Intro Video	The 2021-22 intro-video will be created by the athletics creative team. New this year fans will be a part of the show when they turn on their phone lights within the App!
Promotional Events	Marketing will align with the women in sports day theme and the gameday promotions such as tshirts. Local women's sports teams who attend the game will be recognized on the screen during game breaks.
Buster / Spirit Squad	Buster and the Spirit Squad will be in attendance to encourage fans to cheer on the Broncos and can assist in promotional activities.
Interactive Video Board Features	At designated intermissions energetic music will be played and fans are encouraged to get up and move for the dance, flex, kids cam & Bronco Trivia
Thank You Videos	Videos will be played thanking fans for coming out to the games. A video promoting the celebration of National Women In Sports Day will be played before and after the game.

Autograph Sessions (Unavailable because of COVID-19)	Athletes will be handed toy basketballs to be signed and thrown out to fans in the stands.
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Promotions Schedule

vs. Fresno State

Wednesday, February 2, 6:30 pm

- National Women's In Sports Day
- T-Shirt Giveaway
- Giveaways throughout the game catered towards women & sports:
 - ❖ Mini Basketball hoop, Yoga mat & Foam Roller, \$100 Bronco Shop Gift Card, Outdoor sports basket, Boise State Signed Basketball, \$100 NIKE Gift Card, Spikeball, \$100 Lululemon Gift Card, Airpod Pros, 40 inch Vizio Smart TV
- FREE admission for girls under 12