University of Louisville

Team Athena

Louisville, KY 40292

March 27, 2015

Louisville Arena Authority

One Arena Plaza

Louisville, KY 40202

Dear Louisville Arena Authority,

We have noticed that there has been a lack of marketing of the KFC YUM! Center since they have opened their doors back in 2010. There has been a lack of social media and direct marketing presence for the YUM! Center. There has also been a lack of funds in which you paid the marketing company as much as they brought in for you. Another big thing was the lay out of your web page that we would like to address. Never the less we are here to help and to present you with a business proposal to fix your problem with our solution.

First we can help you with your lack of social media presence as we have gathered the numbers of social media followers that you have a massed over the past five years and for a city this size to be quite frank they are really low. One way to fix this is to change your downloadable app for phones and tablets. The change would be when you download it the costumer would enter his/her phone number that way they could be reached and sent a message via text on upcoming events, change in ticket prices and any news. Also another big thing is to handle your social media accounts better by putting on them what is going on at the YUM! Center, by simply just updating your status on Facebook to let the followers you do have know about what is going on and when events are taking place.

Another thing we propose is that you pay for a billboard encouraging people to download you app and to follow you on your social media accounts such as twitter, Facebook, instagram and pintrest. As a billboard on somewhere such as I-65 north or south can produce you up to 50,000 impressions a day and not everyone will do what the billboard says but you have a better chance of people following and downloading the app. This would also expand your targeted market immensely as I-65 is the busiest interstate in Kentucky. Maybe coming up with the money would be as simple as dropping AEG who brought you as much money as you gave them, as it only cost 1,500 a month to have one in that location.

Lastly something as simple as changing where your social media tools are found on your homepage could make the biggest difference as well. Move them from the boarder of your webpage where it blends in with the architecture of the YUM! Center to the top of the page where it stands out right when you pull the page up as well as change the logos to their brand colors so they are more easily recognized.

Hope you take these proposals into consideration,

Team Athena, University of Louisville

501 Los Angeles, CA 90036 (323) 930-5700Blvd., Suite 305.Los Angeles, CA 90015

AEG Headquarters.800 West Olympic

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