

TEAM 04

IDEA PRESENTATION

Daniel Brackett, Dylan Figueiredo,
Joceline Guerra, Fernanda Larriva-Roman,
Sophia Sacewicz & Gabrielle Thompson



EVERYBODY IS A JET



Fighting For A Cure
Two Events: Women's & Youth Day

WHY WOMEN AS A TARGET AUDIENCE?

In a game that is targeted mainly to men, women want to express their excitement for the game in a space that feels empowering and welcoming

Females are the next generation of NFL fans

Research shows that 56% of women and girls in the U.S. age 35 and under are fans of the NFL (SSRS Sports Poll).

Now is the time

Recent NFL data shows that viewership from teenage girls has increased by 53% within the last season.



<https://www.usatoday.com/story/sports/nfl/2022/11/18/analysis-nfls-appeal-to-women-isnt-about-pink-jerseys/50949153/>

<https://www.aljazeera.com/news/2024/2/11/has-taylor-swift-helped-boost-nfl-popularity-in-the-us>

https://scholarcommons.sc.edu/cgi/viewcontent.cgi?article=1435&context=senior_theses

WHY YOUTH AS A TARGET AUDIENCE?

The youth of today will become the adult consumers of the future.

Looking to the next generation

Jets data shows that 54% of Jets fans live with a child.

Local support

Jets data shows that around 5 million fans live locally.

Lasting legacy

The NFL is the #1 sport across all age groups in the U.S. including Gen Z and kids (2022/2023 SSRS Sports Poll).



WHY CHARITY SPORTS EVENT?

RFL, the American Cancer Society's largest CSE, has raised nearly \$6.5 billion through sports events.

Informed giving

Charitable giving enhances donor happiness, especially when donors are informed about the direct impact of their donations on those in need.

Belief in impact

Research suggests people are more inclined to donate when they believe in their ability to make a meaningful impact, emphasizing the need for a personal connection to the cause.

Community building

Charity events play a crucial role in fostering community and establishing personal connections with donors and participants.



BREAST CANCER RESEARCH FOUNDATION

The Breast Cancer Research Foundation is dedicated to preventing and ending breast cancer by advancing the world's most promising research

- Breast cancer is the most common type of cancer in women
- In the United States, 1 in 8 women will be diagnosed with breast cancer in their lifetime (National Breast Cancer Foundation)
- It is the second leading cause of cancer death in American women
- More than 43,000 lives lost per year due to breast cancer



Go4TheGoal: Helping Kids with Cancer

- Cancer is the leading cause of death by disease among children, yet less than 4% of federal funding goes toward pediatric cancer research
- Two thirds of pediatric cancer patients must live with chronic conditions associated with their treatment
- About 43 children are diagnosed with cancer every day in the U.S., roughly 15,780 new cases each year

Go4TheGoal's mission is to make a difference in the lives of kids battling cancer.

- Providing financial support, developing and implementing unique hospital programs, funding innovative research, and granting personal wishes
- Located in Pennsauken Township, NJ



GOALS

New Acquisitions

Further incentivize the STH program for female and youth fans by offering unique exclusive events.



Target a younger audience and create diehard fans from a young age.



Increase visibility by attracting those who value supporting social causes through sports.



Renewals

Offer an exclusive event to show our appreciation of committed female STH's & offer an unforgettable experience for young STH's.



Forge relationships with female STH members and families to promote brand loyalty and ensure a lasting STH legacy.



BUSINESS STRATEGY

5%

Our goal is to increase the number of new season ticket holders, by 5% within one year, by strengthening the connection between the Jets and all members of fan families by hosting exclusive women's day and youth events¹.

In collaboration with Nike, our core values of community, inclusion and wellness will remain consistent throughout the exclusive events². Standing out from competitors, our women's day event will consist of yoga, exclusive merchandise stands, photo opportunities and food vendors. The youth is also a large opportunity for growth and our youth event will help create diehard fans and emphasize the importance of tradition³. We will target our market through social media platforms and email campaigns to ensure we reach both of our audiences⁴. Utilizing existing resources like staff, facilities, and partnerships will help prioritize costs⁵. Tracking event attendance, social media engagement, and season ticket sales will ensure we are on track to meeting our goal⁶.

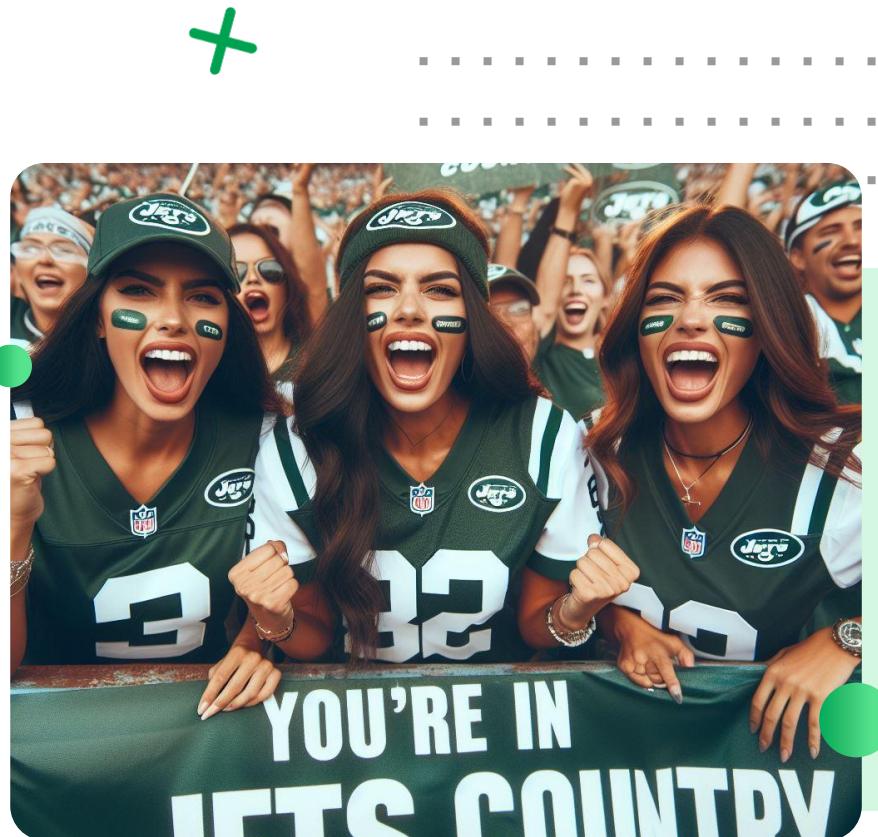
1= Vision & Objectives | 2= Core Values | 3= SWOT | 4= Tactics & Operational Delivery | 5= Resources/ Resource Allocation | 6= Measurement & Analysis



NY JETS WOMENS DAY

We aim to foster the relationship with female fans by building lasting connections through hosting an exclusive Women's Day event partnered with Nike at the Atlantic Health Jets Training Facility.

- Free for all STH's & non season ticket holders will pay a \$60 donation for admission
- With event admission, each attendee receives a complimentary water bottle & t-shirt
- Yoga, unique photo ops, food vendors, & exclusive merchandise for purchase



Value Proposition

TEAM 04: IDEA





NY JETS YOUTH DAY

Uphold NY Jets values of community engagement and tradition with an exclusive youth centered event partnered with Nike and Kinder Joy at the Atlantic Health Jets Training Facility.

- Free for all STH's & non season ticket holders will pay a \$25 donation for admission
- With event admission, families receive up to two complimentary tickets to a pre-season game
- GENJets members receive an exclusive football and t-shirt



TEAM 04: IDEA



EVENT ACTIVITIES



ENTERTAINMENT

Enjoy music from live DJs throughout the event.



MEET-AND-GREETS

Meet some of your favorite New York Jets players.



REFRESHMENTS

Indulge in a variety of delicious food options from local vendors and food trucks.



TRAINING SESSIONS

Participate in an opportunity to learn how to play football.



SPORTS ZONES

Participate in football tosses, agility drills, football challenges, and tug of war.

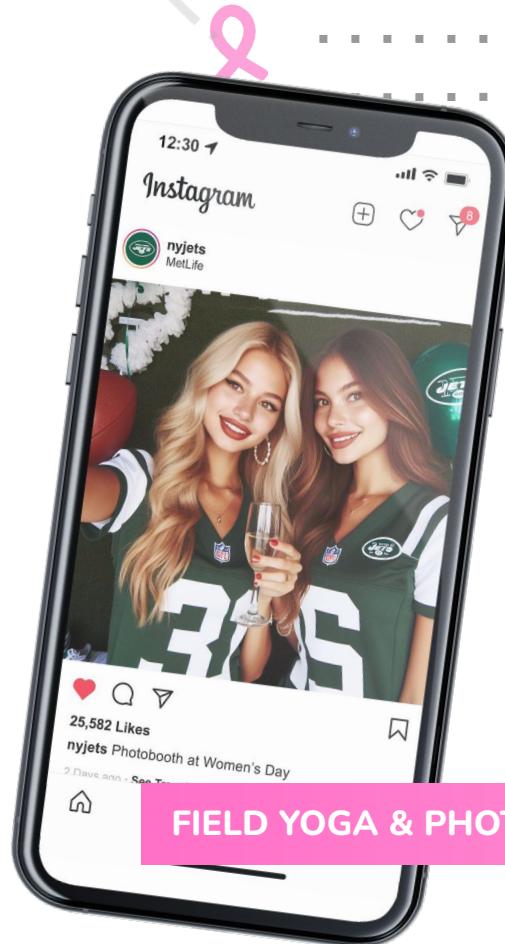


KIDS ZONE

Enjoy inflatable bounce houses, obstacle courses, face painting, and balloon art.



MARKETING CAMPAIGN



TEAM 04: IDEA

MARKETING CAMPAIGN



FOOD VENDORS & POP UPS

MARKETING CAMPAIGN



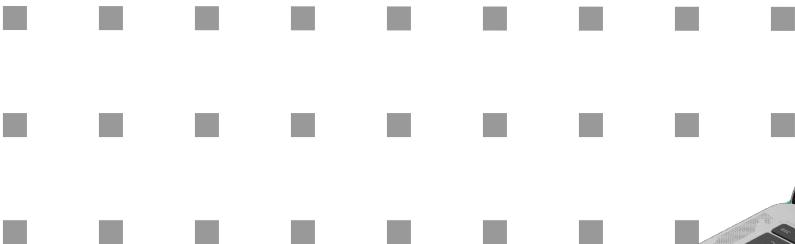
TEAM 04: IDEA

MARKETING CAMPAIGN

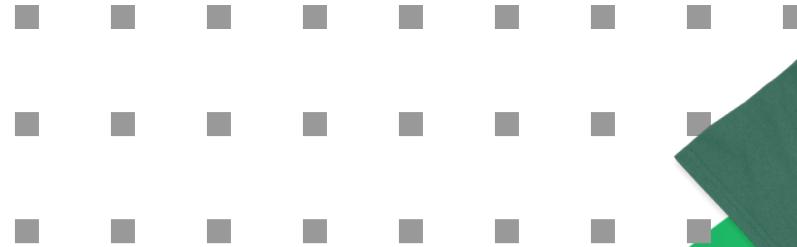


FIELD EVENTS & ACTIVITIES

MARKETING CAMPAIGN



MARKETING CAMPAIGN



TEAM 04: IDEA



FINANCIAL ANALYSIS: NY JETS WOMEN'S DAY

Current STH Accounts = 15,000

45 % of STH are female (.45*15,000) = 6,750

Revenue:

New STH

5% new STH (.05*6750) 338

Forecasted average price of the Jets season tickets (considering the % increase from 2021 to 2024) \$266

Revenue from new STH
(assuming 8 games in a season = 266 * 8 * 338) \$719,264

Retained STH

90% retained STH (.90*6750) 6,075

Forecasted average price of the Jets season tickets (considering the % increase from 2021 to 2024) \$266

Revenue from retained STH
(assuming 8 games in a season = 266 * 8 * 6075) \$12,927,600

Total Revenue \$13,640,699

Merchandise Sales

Average cost of item \$45

25% of attendees purchase merchandise (.25*250 attendees) 63

Revenue from merchandise sales (63*45) \$2,835

Costs:

Marketing Campaign \$4,800

Cost of Merchandise \$8,000 per 1,000 items

Cost of Merchandise for Jets with 50% of costs covered by Nike \$4,000

Total Cost \$8,800

PROFITS (Revenue - Cost)
\$13,631,899

FINANCIAL ANALYSIS: NY JETS YOUTH DAY

Current STH Accounts = 15,000

54 % of STH with Kids (.54*15,000) = 8,100

Revenue:

New STH

5% new STH (.05*8100) 405

Forecasted average price of the Jets season tickets (considering the % increase from 2021 to 2024) \$266

Revenue from new STH
(assuming 8 games in a season = $266 * 8 * 405$) \$861,840

Retained STH

90% retained STH (.90*8100) 7290

Forecasted average price of the Jets season tickets (considering the % increase from 2021 to 2024) \$266

Revenue from retained STH
(assuming 8 games in a season = $266 * 8 * 7290$) \$15,513,120

Total Revenue \$16,374,960

Cost:

Marketing Campaign \$4,800

Cost of DJ & Bounce houses \$2,300

Cost of Dj & bounce houses with 50% of costs covered by Kinder Joy \$1,150

Cost of Merchandise \$8,000 per 1,000 items

Cost of Merchandise for Jets with 50% of costs covered by Nike \$4,000

Total Cost (4,800+1,150+4,000) \$9,950

PROFITS (Revenue - Cost)
\$16,365,010



TOTAL PROFITS FOR NY JETS FROM BOTH EVENTS

Total Women's Event Profits

+

\$13,631,899

Total Youth Event Profits

=

Total Profits

\$29,996,909

SMART



SPECIFIC

Increase STH sales by nourishing the connection with all members of fan families through exclusive events



MEASURABLE

Increase STH sales by 5% and retain 90% of current STH's



ACHIEVABLE

Utilize existing resources



RELEVANCY

Strengthen bonds within fans and the Jets community through social causes



TIME

Host two events and reach our goal within one year



THANK YOU JETS!



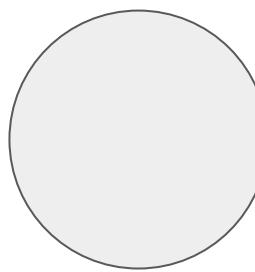
Graphic Design
Daniyel Brackett
Gabrielle Thompson



Rec Science
Dylan Figueiredo



Management
Joceline Guerra



Marketing
Fernanda
Larriva-Roman



Communications
Sophia Sacewicz