

**SEATIDE
STORM**



WHO WE ARE



LEAGUE OF HER OWN
MARKETING AGENCY
THE STRATEGY
BEHIND HER
SPOTLIGHT

SAMARA TAYLOR
ERIC DAVIDEIT
MATTEO MAGCALAS
LILY WAKEFIELD
GAVIN LUEBKE

MEET THE FRANCHISE



FOUNDED IN **2000**

WNBA TEAM



X4



BACKGROUND RESEARCH

FORCE10
SPORTS MANAGEMENT



MÜHL
WILLIAMS
A OGWUMIKE
CAR DIGGINS-SMITH
FANKAM MENDJIADEU
AGBEGOR

21
23
24
32
35

MERCEDES
JORDAN HOPKINS
JEWELL LOYD
SAMI WHITCROFT
VICTORIA VITT



COACHING STAFF

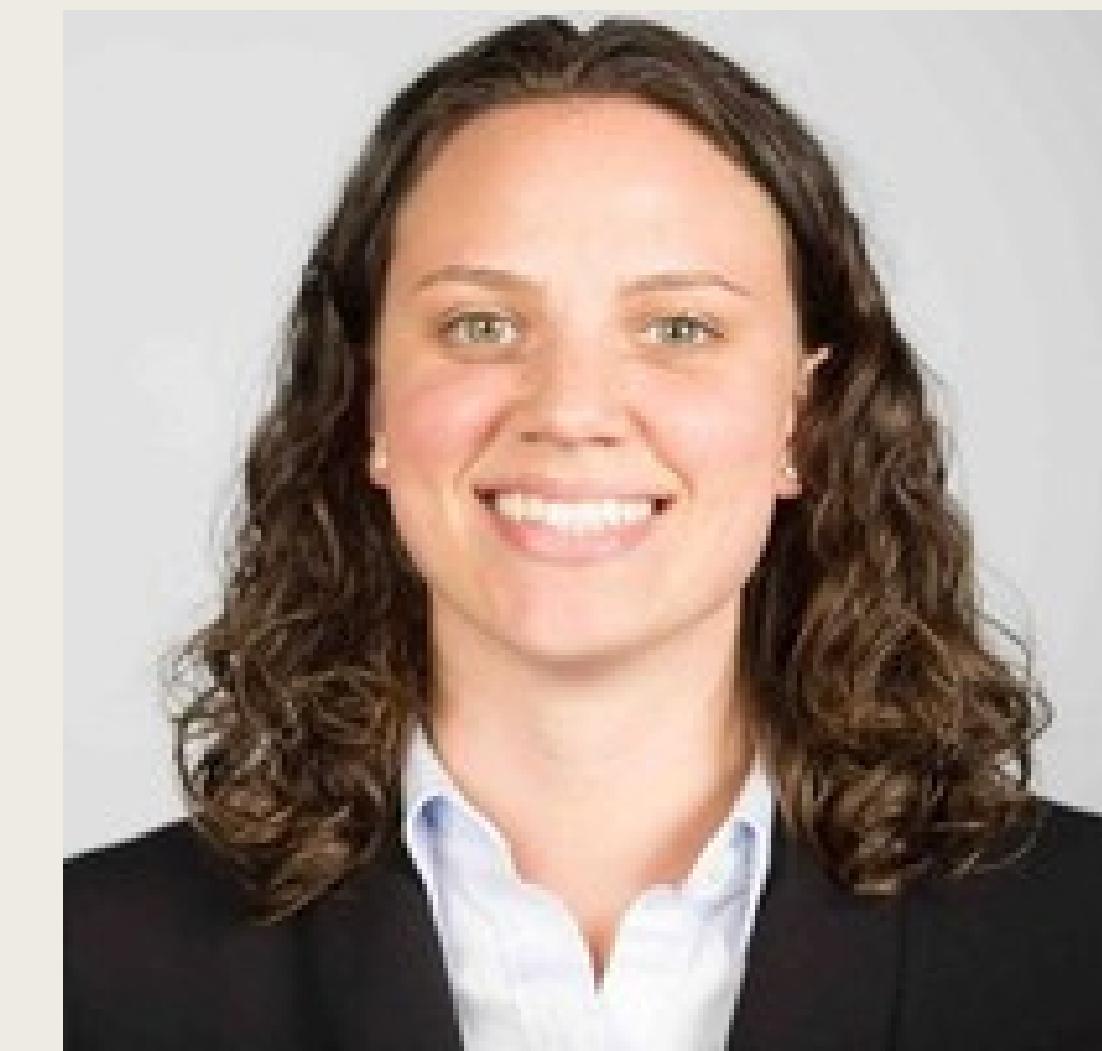
NOELLE QUINN
HEAD COACH



POKEY CHATMAN
ASSISTANT COACH AND
ASSOCIATE GENERAL MANAGER



TALISA RHEA
GENERAL MANAGER



NOTABLE PLAYERS



NNEKA OGWUMIKE

FORWARD, #3

NO. 1 OVERALL PICK (2012)
ROOKIE OF THE YEAR (2012)
MOST VALUABLE PLAYER (2016)
WNBA CHAMPION (2016)
6X WNBA ALL-STAR



SKYLAR DIGGINS-SMITH

GUARD, #4

ALL-ROOKIE TEAM (2013)
4X 1ST-TEAM ALL-WNBA
2X 2ND-TEAM ALL-WNBA
MOST IMPROVED PLAYER (2014)
6X WNBA ALL-STAR



GABBY WILLIAMS

FORWARD, #5

NO. 4 OVERALL PICK (2018)
ALL-DEFENSE 2ND TEAM (2022)
OLYMPICS SILVER MEDAL (2024)
OLYMPICS BRONZE MEDAL
(2020)

2025 DRAFT CLASS



DOMINIQUE MALONGA
CENTER, #14
NO. 2 OVERALL PICK
15.5 PPG, 10.3 RPG, 1.3 BPG, 1.1
SPG IN FRENCH LFB
OLYMPICS SILVER MEDAL (2024)



SERENA SUNDELL
GUARD, #2
3RD ROUND, NO. 26
KANSAS STATE
14.1 PPG, 4.4 RPG, 7.1 APG, 1.1
SPG, 0.9 BPG (2024)



MADISON CONNER
GUARD, #22
3RD ROUND, NO. 29
TEXAS CHRISTIAN
14.4 PPG, 4.0 RPG, 3.6 APG, 0.9
SPG, 44.9% 3PT (2024)



JORDAN HOBBS
GUARD, #25
3RD ROUND, NO. 34
MICHIGAN
13.6 PPG, 4.8 RPG, 2.6 APG, 0.7
SPG (2024)

CLIMATE PLEDGE ARENA

The Seattle Storm plays in Climate Pledge Arena, the first net zero carbon arena in the world and is powered by 100% renewable energy

Attendance is around 11,000 per game which is above the WNBA average of about 9,000



SITUATION ANALYSIS



SITUATION ANALYSIS: BACKGROUND RESEARCH

- THE FRANCHISE IS VALUED AT \$151 MILLION, MAKING IT ONE OF THE MOST PROFITABLE TEAMS IN THE WNBA
- THE LEAGUE ITSELF HAS A YOUNG, PROGRESSIVE, AND FEMALE FANBASE



SWOT ANALYSIS

Strengths:

- Seattle perfectly aligns with the fanbase of the sort, making it one of the best markets for the WNBA
- There is no NBA franchise in Seattle
- Strong economic region (Amazon, Microsoft, and Starbucks)

Weaknesses:

- Lack of NBA franchise could lead to disinterest in basketball in general
- Other competing sports markets: NFL (Seahawks), MLB (Mariners), and NHL (Kraken)



SWOT ANALYSIS

Opportunities:

- Opportunity to grow as a whole in the WNBA
- Bring opportunities to local kids in the Seattle area

Threats:

- Competing with other Seattle sports teams with media control
- Funding with the league



STRATEGIC OBJECTIVES



- INCREASE FAN ENGAGEMENT
- EXPAND REACH OF FAN BASE TO A BROADER AUDIENCE BOTH WITHIN SEATTLE AND NATIONALLY
- INSPIRE PEOPLE TO WATCH AND SUPPORT WOMEN'S HOOPS



COMMUNICATIONS INITIATIVES



ADVERTISING PLAN

EVENTS PLAN

CAUSE-RELATED MARKETING PLAN

ADVERTISING PLAN



BROUGHT TO YOU BY



SEASON TIPOFF

STORM IS BREWING



PARTNERSHIP WITH STARBUCKS (BASED IN SEATTLE)

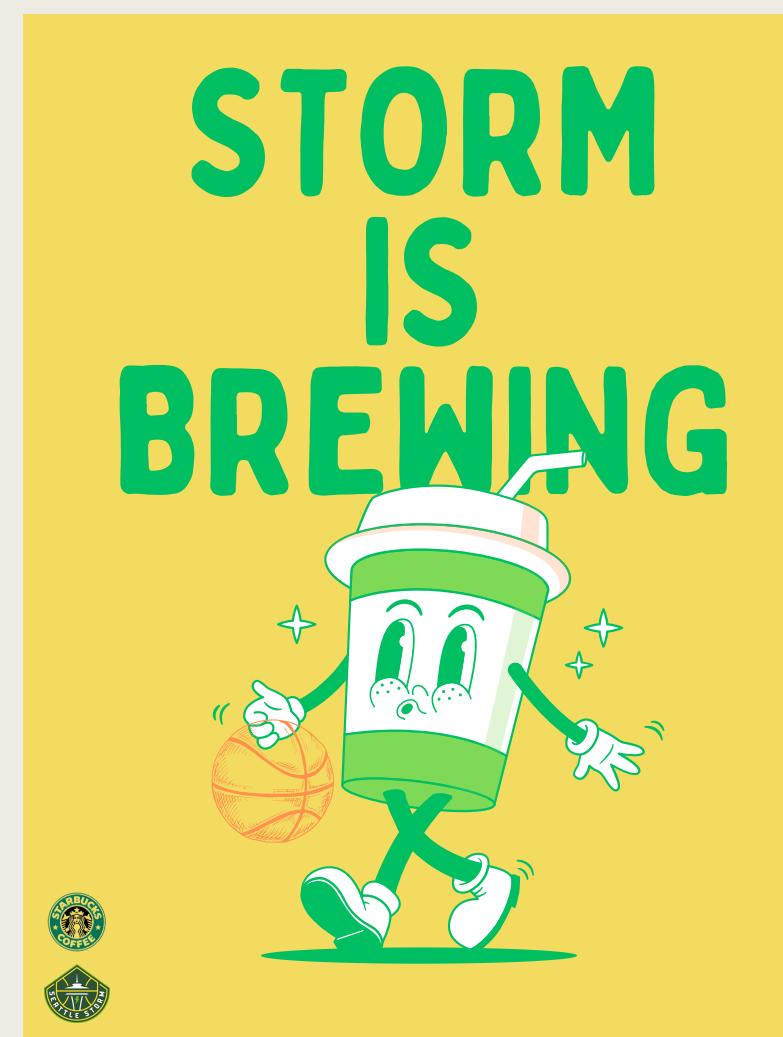
- DRINK SPECIAL TO HYPE UP THE CITY FOR UPCOMING WNBA SEASON
(PRESEASON: MAY 4, REGULAR SEASON: MAY 16)
- POST ADVERTISEMENTS ON BUS STOPS AND BILLBOARDS ALL OVER SEATTLE (AS WELL AS ONLINE AD SPACES), WITH DIFFERENT STORM PLAYERS ON EACH POSTER





SEASON TIPOFF OBJECTIVES

- GENERATE EXCITEMENT FOR UPCOMING SEASON
- ALLOW FANS TO ENGAGE WITH AND SUPPORT THE TEAM THROUGH STARBUCKS DRINK DEAL
- INCREASE GAME ATTENDANCE



STORM IS BREWING



STORM

STORM



Storm is Brewin'

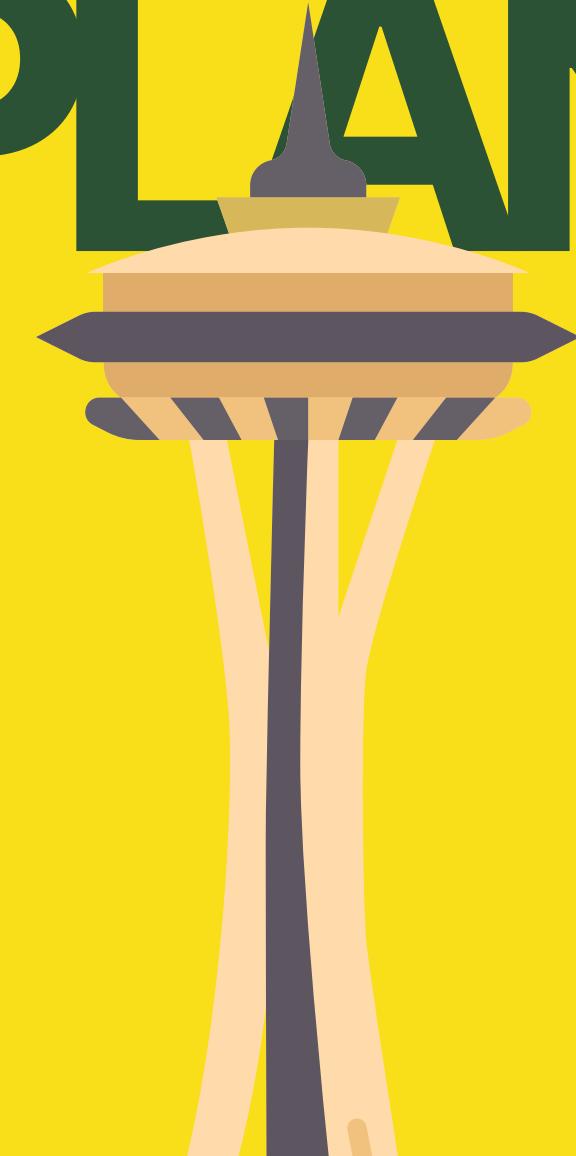
ONLY
\$2.99/CUPS

This week's promo,
Buy 3 Iced Coffees
Get 1 FREE ticket to
Seattle Storm Game

STARBUCKS

STARBUCKS

EVENTS PLAN



PRESENTED BY
CLIMATE PLEDGE
ARENA



GREEN STORM- CLIMATE NIGHT

GAME DAY
GIVEAWAYS,
INTERACTIVE
BOOTHES,
CONTESTS, AND
MORE!

Sustainability-
themed game day
will celebrate the
Storm's commitment
to the environment in
alignment with
Climate Pledge
Arena's eco-
conscious mission



OBJECTIVES:



- FOLLOW ECO-CONCIOUS MISSION OF ARENA AND HIGHLIGHT THE STORM'S BRAND IDENTITY
- ECO-VENDOR BOOTHS, GREEN FASHION WALK WITH FAN MADE SUSTAINABLE OUTFITS
- GIVEAWAYS: METAL STRAWS, BAMBOO UTENSIL KITS
- EDUCATE THE FANS WHILE STRENGTHENING THE TEAM'S CONNECTION TO ITS COMMUNITY AND CLIMATE VALUES.



- MAIN SPONSOR: REI - FOUNDED IN SEATTLE, WA
 - NAMING RIGHTS FOR THE EVENT ("CLIMATE NIGHT: GREEN STORM PRESENTED BY REI"), CO-BRANDED SUSTAINABLE GIVEAWAYS LIKE REUSABLE UTENSIL KITS OR WATER BOTTLES, A FEATURED BOOTH AT THE ECO-VENDOR FAIR, IN-ARENA SIGNAGE, AND INCLUSION IN PRE-EVENT DIGITAL MARKETING SUCH AS SOCIAL MEDIA AND EMAIL CAMPAIGNS. (COST ~ 10,000)
 - PROMOTES ITS VALUES, BOOSTS REPUTATION, INCREASES COMMUNITY ENGAGEMENT, AND STRENGTHENS BRAND PRESENCE IN SEATTLE.

ROI AND SPONSOR:

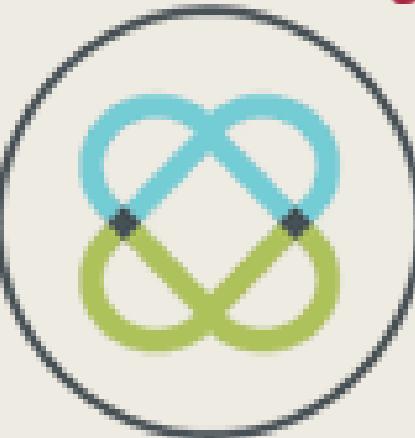
- LIST OF ESTIMATED COSTS:
 - ECO-VENDOR FAIR SETUP - \$5,000
 - GREEN FASHION WALK (HALFTIME ACTIVATION) - \$3,000
 - SUSTAINABLE SWAG GIVEAWAYS - \$2,000-\$3,000
 - IN-GAME CONTENT PRODUCTION - \$1,000-\$1,500
 - PLEDGE WALL ACTIVATION - \$500-\$800
 - MARKETING & PROMOTION - \$2,500
 - STAFFING & SECURITY - \$1,500
 - CONTINGENCY & MISCELLANEOUS - \$1,000
 - TOTAL: \$18,500-\$20,800
- BETWEEN THE NEWLY ATTRACTED FANS, SPONSORSHIPS, MERCHANDISE SOLD, AND THE IMPACT ON THE COMMUNITY THIS EVENT WILL HAVE A POTENTIAL NET GAIN OF 10,000+

CAUSE-RELATED MARKETING PLAN



- Mobile App: can buy merchandise on the app
 - a. to encourage people to use the app by scanning their tickets on the app a donation will be made to the Seattle Foundation and/or Bill & Melinda Gates Foundation
- Food Drive for Northwest Harvest : % off ticket/food voucher

BILL &
MELINDA
GATES
foundation



SEATTLE
FOUNDATION

northwest
HARVEST

Presented by the Seattle Storm

Women + Girls in Sports Day

*Benefitting Local Youth
Empowerment Organizations*



July 11

WSF Women's Sports Foundation

Morgan Stanley



- Charity benefit game
- A percentage of profits goes to a Women's Sports Foundation- a 501 educational nonprofit charity focused on female involvement in sports.
- Goals:
 - Get more fans in the arena
 - Create new fans of the Storm
 - Raise money for charity
 - Empower young athletes
 - Gain positive media attention
 -
- Target Audience
 - Local high schools and rec leagues
 - University of Washington students

Fundraising for the event:

- 50/50 raffle
- Create a season-long food/drink item as well as a yearly merchandise drop that directly benefits the cause
- 100% of proceeds go to the Women and Girls in Sports Foundation

Sponsors:

- Morgan Stanley, Gatorade, Nike

Promote through socials

- Collaborate with players



Morgan Stanley

[View more on Instagram](#)

30 likes

[Add a comment...](#)[View more on Instagram](#)

181 likes

[Add a comment...](#)[View more on Instagram](#)

- Feature local women-owned businesses in Seattle
 - Hello Robin
 - Noir Luxe Candle Co.
 - Marination Ma Kai

CONCLUSION

