

## I. Introduction

- A. Title slide
- B. Meet the group
- C. Meet the franchise

The Seattle Storm is a WNBA franchise that was founded in 2000. They have won four championships since their creation, but recent years have seen declining performance with the retirement of star players. Our goal is to capitalize on the recent popularity of the WNBA and the absence of an NBA team to grow the Seattle Storm brand.

## II. Situation Analysis

- A. What does our background research tell us?

The Seattle Storm are owned by Force 10 Hoops LLC, which is a conglomerate of three business women, including former Storm superstar Sue Bird. The franchise is valued at \$151 Million, making it one of the most profitable teams in the WNBA. The WNBA's fanbase is a mix between basketball lovers and women's basketball lovers alike as well as a strong LGBTQ+ fanbase as the WNBA includes a lot of advocacy and social justice initiatives. The league especially has a young, progressive, and female fanbase as well as families looking for accessible role models for their children. The progressive culture of Seattle perfectly aligns with the fanbase of the sport, making it one of the best markets for the WNBA.

The team plays in the first net zero carbon arena in the world as it is powered by 100% renewable energy along with state of the art facilities for fans and players alike. The Storm see strong attendance numbers with an average just north of 11,000 per game, and they have a lucrative streaming deal with Seattle-based Amazon Prime. Another advantage of the Seattle Metro Area is its lack of an NBA franchise. The Seattle Supersonics relocated to Oklahoma City in 2008, leaving the city with a basketball void. The Storm, and their success, have helped satisfy that basketball need for Supersonics fans.

The Seattle Storm benefit from a strong economic region as many large corporations are based in the area. These include, but are not limited to, Amazon, Microsoft, and

Starbucks. The Storm have already partnered with Amazon and Starbucks in some capacity, but there is room for expansion.

There are several charitable organizations that the Storm partner with, including Pro-choice Washington and Carter Subaru, bolstering their progressive stances. Seattle is home to a plethora of charities and philanthropic organizations that serve underfunded communities, so there is room for more partnered events.

### III. Strategic Objectives

#### A. What is our plan designed to do?

1. Our plan is designed to increase fan engagement and expand the reach of both the Seattle Storm and the WNBA to a broader audience. By implementing targeted marketing strategies and producing compelling, consistent content, we aim to generate a greater interest in women's basketball and inspire more people to watch. Additionally, by building meaningful community partnerships and launching collaborations that reflect Seattle's diverse and vibrant culture, we will create new opportunities to grow the team's presence and impact both locally and nationally.

### IV. Communications initiatives

#### A. Advertising plan

- Campaign title: "A Storm is Brewing"
  - Aim to partner with Starbucks (home city) for a drink special, have themed cups with different Storm players as the design
  - Campaign title was a play on words to hype up Seattle for the upcoming season (May 16 WNBA tipoff, preseason begins May 4), but also allude to the Starbucks coffee partnership
  - Post advertisements on bus stops and billboards around the city with "A Storm is Brewing" as title, and different Storm players on each poster

- Especially advertise the newcomers, 2025 2nd overall pick Dominique Malonga and Li Yueru, who was acquired from the Sparks through the Jewell Lloyd trade
- Also show star players Nneka Ogwumike and Skylar Diggins-Smith
- Ads should be in a graphic design format to really highlight the player around the city, but also to (again) raise awareness about the WNBA season start
- Main objectives of advertisement plan:
  - Generate excitement for upcoming season
  - Allow fans to engage with the team through the Starbucks partnership (support the team by purchasing the drink deal)
  - Increase game attendance (excited fans will be more inclined to attend games)

#### B. Events plan

- **Green Storm** - A Climate Night at Climate Pledge Arena.
  - This sustainability-themed game day will celebrate the Storm's commitment to the environment in alignment with Climate Pledge Arena's eco-conscious mission. The event will feature interactive eco-vendor booths, a green fashion walk with fan-made sustainable outfits, and in-game content promoting green initiatives. Fans can receive reusable Storm-branded items like metal straws or bamboo utensil kits, making sustainability fun, educational, and community-driven.
  - The main goal for this event is to highlight the Storm's brand identity as a leader in sustainability and social responsibility, aligning with the mission of their home arena: The Climate Pledge Arena.
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#### C. Cause-related marketing plan

The cause that we believe is the best is the "Women & Girls in Sports

Day.” We found that this cause-related marketing initiative was the simplest to implement while also being the most relevant to our sport and the fanbase we adhere to. Our cause would raise money for women and girls in sports to ensure that public sports, whether recreation or school, are adequately supported and funded. We would want to donate money to an organization that represents this cause, we would also be interested in supplying equipment to local underfunded women's sports teams and leagues.

## V. Conclusion

The Seattle Storm are positioned in a location that allows them to thrive, while embodying the values of the WNBA. They have a loyal following, but there is always room for growth. We want to bring these plans to the Storm to elevate the team experience on and off the court. Our campaigns such as Storm is Brewing, Green Storm, or Girls and Women in sports night would bring value to the athletes and the community. We have goals to enlarge and unite the fan base and get more butts in seats! Through a strong marketing plan, solid partnerships, and community enrichment we know we can help grow the Seattle Storm in the world of women's sports