

2011



MARKETING PLAN 2011-2012

Michael Mullally
Kentucky Mudders
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EXECUTIVE SUMMARY

The Kentucky Mudders are a new sports franchise based in Louisville, Kentucky and compete in the National Basketball Association's Eastern Conference Central Division. The Mudders name was chosen to represent the tradition in the Louisville and Kentucky community of thoroughbred horse racing and the abilities of special horses to race in bad conditions, in the way small market organizations need to compete against high spending larger markets. The Mudders organization is dedicated to providing the highest quality production and entertainment to their fans in five core values.

The Kentucky Mudders call Louisville Kentucky and the KFC Yum! Center home. The Louisville community is the 16th largest market in the NBA with a population including Jefferson County of 741,096 (U.S. Census Bureau, 2010). Through innovative and technologically enhanced marketing strategies the Mudders organization expects to be one of the top organizations in the NBA in attendance, fan identification, entertainment value, and brand equity.

Through the use of an Industry, consumer, and SWOT analysis the Kentucky Mudders organization will identify their marketing strategies for the coming season and fiscal year. Also included is a sponsorship inventory and plan as well as ticketing information and organizational structure. The 2011-2012 fiscal year budget is also included in the subsequent pages. The Kentucky Mudders organization is committed to the highest level of competition and excellence on the court and in the community.

MISSION STATEMENT

The Kentucky Mudders organization is a sports entertainment company dedicated to continued basketball success in the state of Kentucky in the National Basketball Association, as well as providing superior entertainment, value and service.

We aim to achieve our mission by working hard to emphasize the following core values:

- Mutual respect for each other, and a commitment to excellence, innovation, integrity and quality in all endeavors.
- To provide our guests with exceptional entertainment in a clean, secure, modern, and comfortable environment.
- Working with our sponsors to build dynamic relationships to help our local community and the world around us.
- Involving our guests to participate as part of the game not only as spectators.
- Being proactive and accountable in carrying out our mission.

INDUSTRY ANALYSIS

The National Basketball Association (NBA) is the premier basketball organization in the United States and the World. With International television deals in 212 countries and translated in over 42 languages. NBA.com can be found in many international forms including, Africa, Brazil, Canada, Spanish, France, German, Greece, Italian, India, China, Japan, Arabic, United Kingdom, and the Philippines. According to Bernard Mullin, Stephen Hardy, and William Sutton some surveys conducted in 2003 suggested that among China's one plus billion people, basketball was more popular than soccer. In the last decade the NBA has become one of the most profitable and marketable sports in the world.

The National Basketball Association was founded in 1949 with the combination of the National Basketball League (NBL) and the Basketball Association of America (BAA). In 1948 several teams left the NBL and formed the BAA, this organization lasted only one season before the NBA was formed. The Association now consists of 30 teams in six divisions, Atlantic, Central, Southeast, Northwest, Pacific, and Southwest, divided into two conferences, East and West as seen in Table 1. The Kentucky Mudders are in the Eastern Conference Central division. Other teams in this division include the Chicago Bulls, Cleveland Cavaliers, Detroit Pistons and, Indianapolis Pacers. The NBA has television contracts with ESPN, ABC, and TNT in the United States and international agreements in 212 countries. The NBA has an 82 game regular season followed by a 16 team playoff system in a best of seven series in the 2-2-1-1-1 format except for the NBA finals which are in a 2-3-2 format. The regular season schedule consists of at least four games with every team in that team's conference and at least two games with each team from the opposite conference.

In 1984 David Stern took over as the commissioner of the NBA and worked to change the image of the NBA from drug scandals and labor strife to international phenomenon in the 1990s. In the last 21 years 8 different teams have won the NBA championship with three teams winning three consecutive series in that time frame. This shows a marginalization in the NBA especially for a new team in a smaller market. According to the 2010 population estimates the average population for a NBA championship city is 1.6 million people. The average population of the Eastern Conference Central Division is 1.04 million. If you eliminate the outlier in Chicago whose population is 2.69 million people the mean drops to 632,500 individuals per Central Division City. The NBA has diverse audience in many different sized markets which provides a strong level of competition.

NATIONAL BASKETBALL ASSOCIATION ORGANIZATIONAL STRUCTURE



ATLANTIC

BOSTON
NEW JERSEY
NEW YORK
PHILADELPHIA
TORONTO

CENTRAL

CHICAGO
CLEVELAND
DETROIT
INDIANA
KENTUCKY

SOUTHEAST

ATLANTA
CHARLOTTE
MIAMI
ORLANDO
WASHINGTON



NORTHWEST

DENVER
MINNESOTA
OKLAHOMA CITY
PORTLAND
UTAH

PACIFIC

GOLDEN STATE
L.A. CLIPPERS
L.A. LAKERS
PHOENIX
SACRAMENTO

SOUTHWEST

DALLAS
HOUSTON
MILWAUKEE
NEW ORLEANS
SAN ANTONIO

Table 1 NBA Organizational Structure (NBA, 2011) (Creamer, 2011)

NBA AND AFFILIATE TEAM LOGOS



Table 2 NBA and Affiliate Logos, (Creamer, 2011).

KENTUCKY MUDDERS TEAM LOGOES AND COLORS



Font - **Wide Latin**

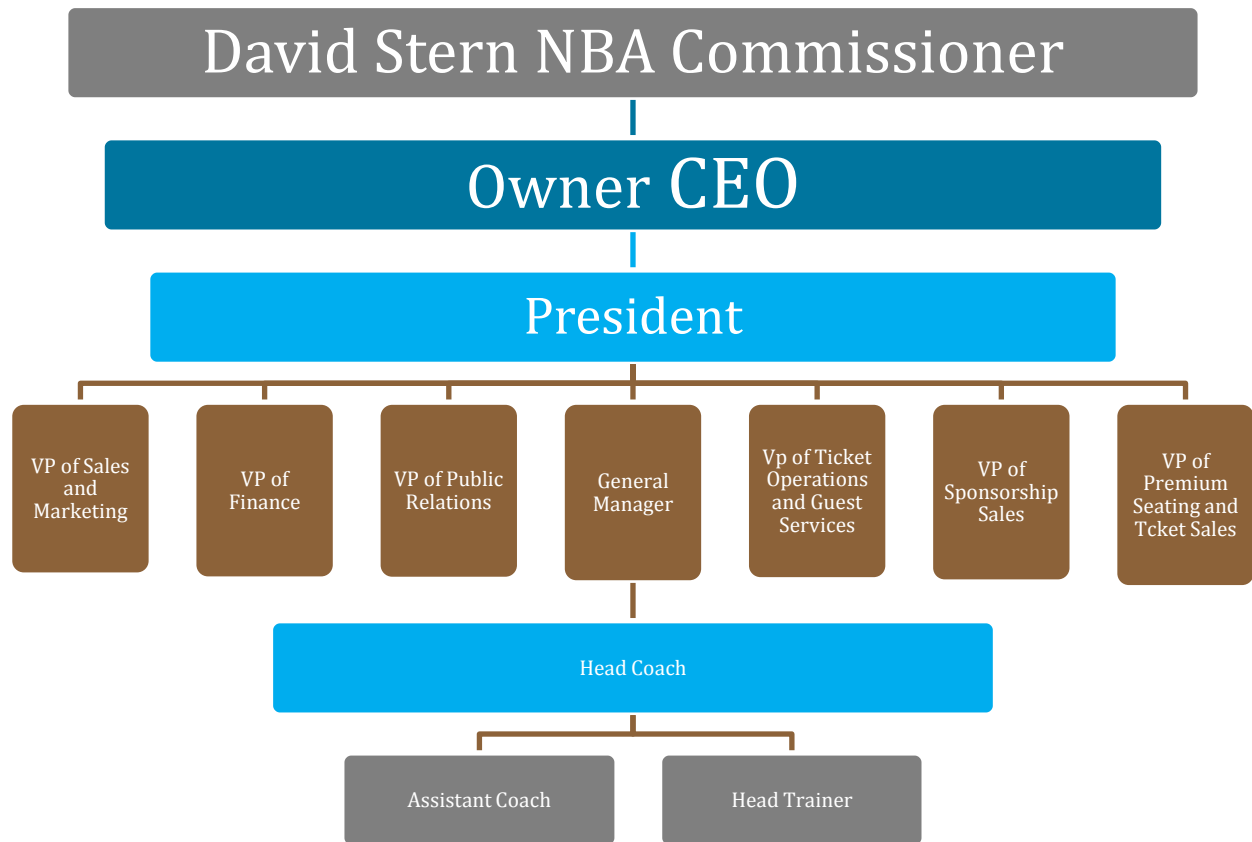
Mud Brown

Kentucky Blue

Sharp Silver

STAFF ORGANIZATION

NBA ORGANIZATIONAL CHART



DUTIES OF POSITIONS

VICE PRESIDENT OF SALES AND MARKETING

The VP of Sales and Marketing has the final decision making of all sales and marketing aspects of the Mudders. All final decisions are made by this individual to increase attendance and sales through marketing. The responsibilities of this individual include, but are not limited to: analyzing sales statistics to determine best strategies for future growth; to define production goals for all employees and monitor performance; and oversee all hiring, training, and firing of sales and marketing employees. This individual is also responsible for hiring a staff of assistants to fulfill the duties required to advance the Kentucky Mudders organization.

VICE PRESIDENT OF FINANCE

The VP of Finance controls the financial security of the Kentucky Mudders. This individual is responsible for the following: maintaining clear and accurate data on all expenditures and ensuring all transactions are legal and accounted for; preparing and maintaining financial planning and budgetary items; monitoring and analyzing monthly operating results against budget; overseeing daily interactions between finance and accounting departments; managing the preparation of financial outlooks and financial forecasts for contract negotiations and product growth decisions; ensuring compliance with NBA, local, state, and federal budgetary reporting requirements; and coordinating financial audits of departments when necessary and providing recommendations for future changes. This individual is also responsible for hiring a staff of assistants to fulfill the duties required to advance the Kentucky Mudders organization.

VICE PRESIDENT OF PUBLIC RELATIONS

The VP of Public Relations oversees all communication with the general public, local and national media outlets. The “Message” of the Kentucky Mudders organization is developed in conjunction with this individual’s staff and is finalized through this position. Responsibilities of this individual include: serving as executive editor on all forms of communication including: printed literature, new media, audio, video, and web media; establishing protocols to ensure smooth and consistent flow of information from the Mudders organization to the public and media outlets. This individual is also responsible for hiring a staff of assistants to fulfill the duties required to advance the Kentucky Mudders organization.

VICE PRESIDENT OF TICKET OPERATIONS AND GUEST SERVICES

The VP of Ticket Operations and Guest Services oversees the day-to-day ticket operations of the Kentucky Mudders. This includes both individual and small group sales as well as sponsorship sales and corporate sales. This individual also has the responsibility of responding to and handling all guest concerns that occur pre and post-game. Other duties include ensuring compliance with all local and federal regulations for guest safety and security. This individual also is responsible for creating and disseminating guest surveys to increase the level of entertainment from Kentucky Mudders basketball. This individual is responsible for hiring a staff of assistants to fulfill the duties required to advance the Kentucky Mudders organization.

VICE PRESIDENT OF SPONSORSHIP SALES

The VP of Sponsorship Sales is responsible for coordinating the marketing of the Kentucky Mudders to prospective clients. This individual finalizes packages to ensure no duplicity in the sales of sponsorship inventory to prospective clients. It is also this individual's responsibility to certify all items are available and all transactions are completed. This person makes sure that the Mudders are compliant in all arrangements with sponsors to ensure further partnerships. This individual is responsible for hiring a staff of assistants to fulfill the duties required to advance the Kentucky Mudders organization.

VICE PRESIDENT OF PREMIUM SEATING AND TICKET SALES

The VP of Premium Seating and Ticket Sales is responsible for setting single game ticket prices and individual game promotional offers. This individual also is the direct contact for individuals looking for premium seating. Celebrities and other athletes contact the VP of Premium Seating and Ticket Sales when they wish to attend a Kentucky Mudders Basketball game. This individual is responsible for hiring a staff of assistants to fulfill the duties required to advance the Kentucky Mudders organization.

CONSUMER ANALYSIS

This section will identify the consumer base to be targeted in the marketing of the Kentucky Mudders basketball team in the National Basketball Association. The Kentucky Mudders organization has identified a section of Kentucky, Indiana, and Ohio including three major metropolitan areas; Louisville, Lexington, and Cincinnati, as our major points of interest for our product, as seen in Table 3. Louisville and Lexington metropolitan population combine to more than one third of the total population of the state of Kentucky. Bloomington, IN is not being targeted as the population is within one hour of driving from Indianapolis, IN where the Indiana Pacers call home. The three areas being targeted by Louisville Mudders advertising, promotion, and sponsorship have over one million people that are potential Mudders fans.

OVERVIEW OF LOUISVILLE, KENTUCKY

Louisville is the largest city in the state of Kentucky with approximately 741,096 individuals in the metropolitan area (University of Louisville Urban & Public Affairs, 2011). It is also a major sports hub, featuring the University of Louisville, a 20,000 student institution, Churchill Downs, the home of the 137 year old Kentucky Derby, and the Louisville Bats, the Cincinnati Reds Triple A affiliate (University of Louisville, 2011). The University of Louisville is the oldest city supported college in the United States. (City of Louisville, KY, 2011). Louisville is known as the "Possibility City" according to the Louisville city government and The Greater Louisville Community Branding Project. Louisville is:

"Somewhere between "anything goes" and "feels like home." This isn't just "a place to live," it's a place to really live. It's a town without excuses, blissfully free of the hang-ups and holdups that keep things from happening. It's a place where blue-sky thinking meets grassroots can-do. It's a city without limits. Anything's possible here in Louisville. Especially you" (The Greater Louisville Community Branding Project, 2011).

The city was founded in 1778 by George Rogers Clark and is named for King Louis XVI of France. Louis XVI was an avid supporter of the American Revolution but was executed in 1793 during the French Revolution.

Louisville is the largest city in the State of Kentucky and the 27th largest in the United States (Pearson Education Inc., 2011). In 2003 Louisville became the first metropolitan city in 30 years to merge its city and county government (Advameg Inc., 2009). Louisville is almost twice as large as Lexington, also in the Mudders marketing radius, which has an approximate population of 295, 803. Kentucky's state capital

Frankfort, is the fourth smallest state capital in the United States with an approximate population of 49,285 (Briney, 2010).

For much of Kentucky's history the state has been a hub for mining and agriculture. Louisville has had a more diversified economy with its location on the Ohio River. This location has provided the city with the ability to create transportable goods in the way of automobiles and other manufactured goods. Yum! Brands and Humana Inc. call Louisville home and other large corporations like Ford and General Electric have manufacturing plants in the city metro area. Tourism is the second largest private employer in the state (Louisville Convention & Visitors Bureau, 2011). Some of the attractions in the Louisville area are: The Kentucky Derby, which has been held for the last 137 years and is the first leg of the Triple Crown in thoroughbred horse racing. Fourth Street Live is a section of 4th street in downtown Louisville contained under an open air roof with live music, restaurants, and shopping. The Kentucky International Convention Center and The Kentucky Center hold conventions year round and attract a wide variety of organizations. Also available are the Louisville Slugger Museum and Factory and the Louisville Science center.

DEMOGRAPHICS OF LOUISVILLE, KY

The Louisville/Jefferson County population has grown since the 2000 Census by 47,492 a 6.8% increase. This is comparable to the Kentucky population which grew 7.4% over the same time period. More than three fourths of the population of Jefferson County is over the age of 18 and only 13% of the population is over the age of 65. The Jefferson County population is made up of 51.7% women. White persons make up 72.7% of the population of which 97% are not Hispanic. There is a population of 20.8% black persons and 2.3% reporting Asian or Pacific Islander decent. The Louisville/Jefferson County population is also made up of 4.4% Hispanic or Latino individuals.

Jefferson County is not only diverse racially but in other demographic factors. Of individuals more than 25 years old 86.6% hold a high school diploma and 28.1% hold a bachelors degree or higher. There is a large population of veterans with more than 17% of the states total population living in the Louisville area. As of 2010 there were 309,175 housing units with 2.36 individuals living in each unit. More than 65% of those in Louisville own their home. The median household income as of 2009 was \$44,516 which is 11% more than the state average. In the Louisville/Jefferson County area 15.8% of the population falls below the poverty level.

Jefferson County as of the 2010 U.S. Census has a total of 309,175 households. Of those households 61.1% of 188,982 of those are families. In those family households 62.9% have a male householder. There are 120,193 nonfamily households of those 45.9% have a

male householder with 78% of those being single men. There are 55,543 single female householders in Jefferson County. More than 64% of households have one or two persons living under the roof. The average family size in Jefferson County is 2.98 persons, 15.8% of households have 3 persons, while 11.6% have 4 individuals under the roof. The family structure in Jefferson county consists of 188, 982 family households of those 126,329 are 2 parent husband and wife families. Of these families 9.4% have young families with children less than 6 years of age and 7.8% have children under 6 and children over 6 years of age. More than 21% of families only have children over the age of 6-17 showing older families in Jefferson County.

Jefferson County's median age is 37.9 years old and is 48.3% male. There are 268,036 people living in Jefferson County between the age of 18 and 45. The male population between the same age group is 121,995 individuals. There is a population of 122,464 people over the age of 62 (U.S. Census Bureau, 2010) (University of Louisville Urban & Public Affairs, 2011).

MARKETING MAP

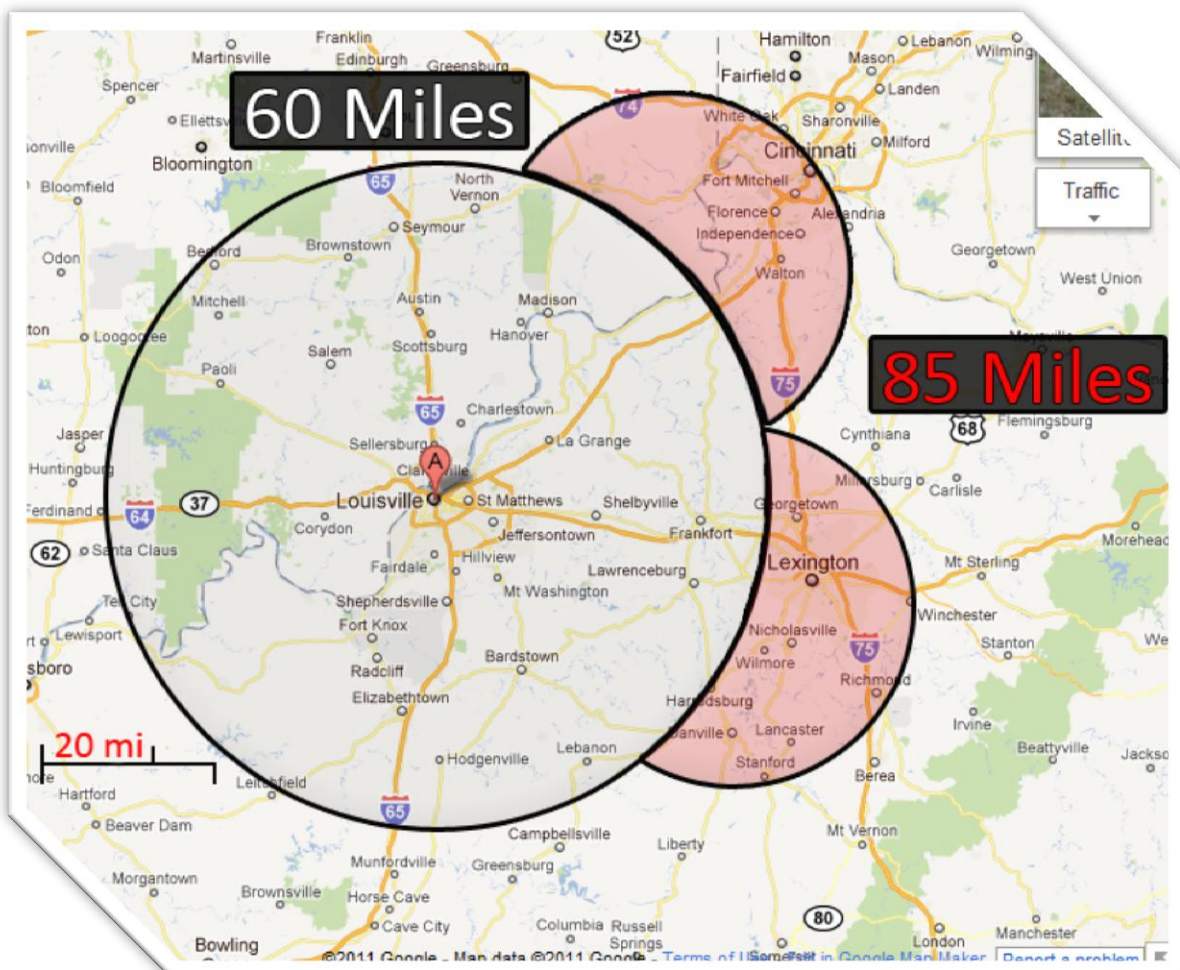


Table 3 Target Market Areas, (Google Maps, 2011).

REGIONAL COUNTY MAP

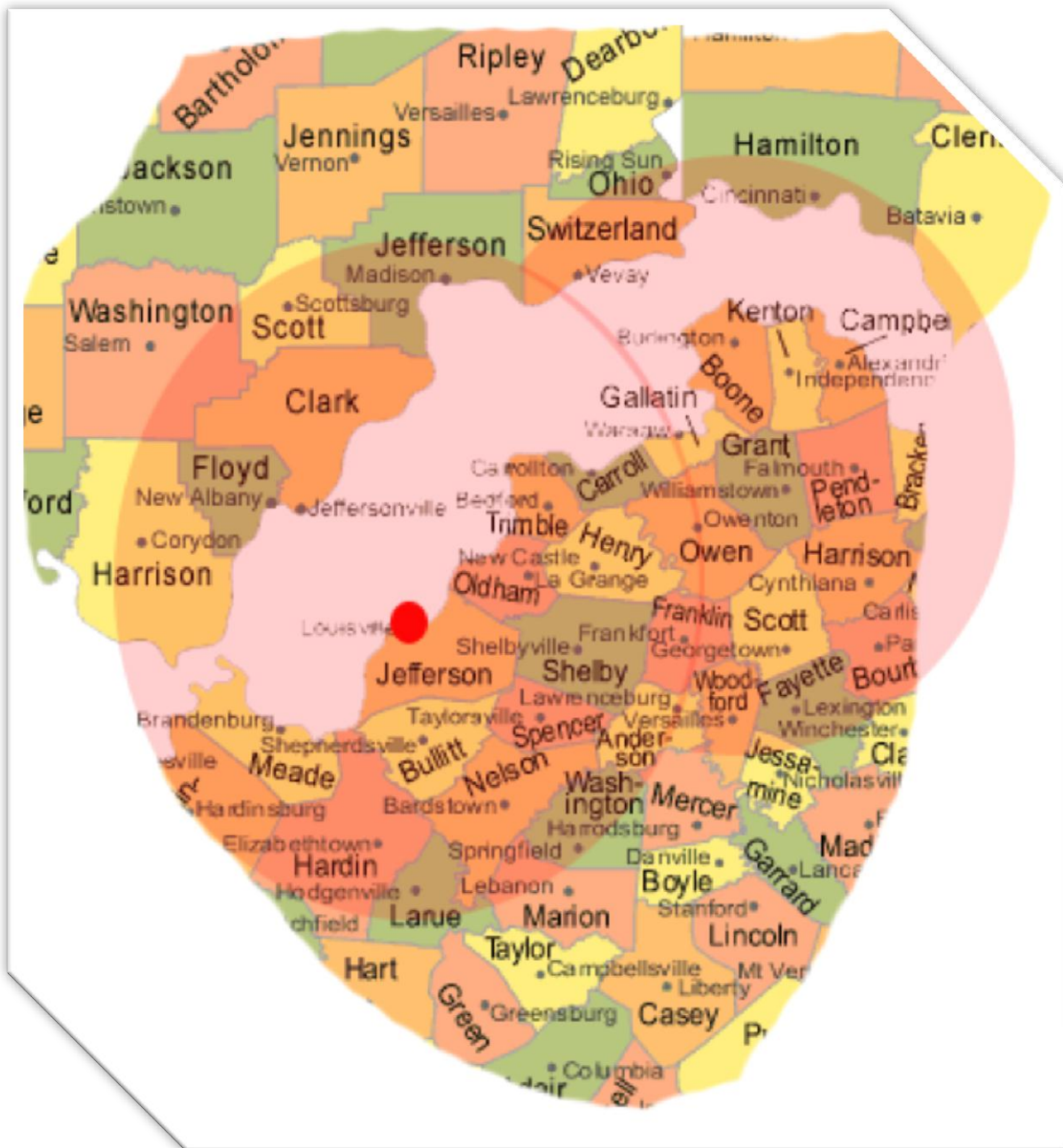


Table 4 County Map of Target Market, (Geology.com, 2011), (Geology.com, 2011), & (Geology.com, 2011).

MARKETING AND PROMOTIONS

The Kentucky Mudders marketing strategy includes five different opportunities, Product, Price, Place, Promotion, and Public Relations. The goal of this marketing strategy is to be all encompassing of these individual opportunities while being efficient and effective. The Kentucky Mudders organizations will use the Radio, Television, Print, and Internet mediums to market the team as well as engaging and interactive promotions to acquire and retain fans of the organization.

5 P'S OF MARKETING

PRODUCT

The Kentucky Mudders Product is the entertainment and material merchandise of a professional basketball contest in the National Basketball Association. The entertainment offered is in the game day atmosphere including in arena music, cheerleaders, mascot, promotions, and the contest itself. The sale of merchandise in the form of souvenirs as well as food is also part of the Kentucky Mudders product.

PRICE

The Kentucky Mudders Pricing strategy will ensure competitiveness with other local sports while remaining at a premium in comparison. The local competition is mainly University of Louisville Athletics which conducts basketball contests at the KFC Yum! Center as well. The price of a U of L Men's Basketball ticket is \$35 for individual tickets sales in the 300 level or the Upper Bowl. Kentucky Mudders tickets range from \$10 to \$50 in the same seating area as seen in Table 8. While it is important to be competitive in your own market you must also be comparable to the national market to ensure that your revenue from ticket sales and merchandise allows you to continue to place a competitive product on the floor in the actual basketball contest and the in-arena entertainment.

PLACE

The Kentucky Mudders place in the marketing mix is, both, the arena and its advertising media outlets. The term "place" has a broad definition in the sports marketing mix in that it asks how visible your organization is in its place of business, in the community, and in terms of advertising outlets. The KFC Yum! Center is where the consumption of the Mudders product takes place in entirety. That is not to say that the consumption of the product does not occur elsewhere. Those who consume the Mudders product outside of the KFC Yum! Center are only consuming the radio and or television broadcast and do not get to enjoy the in-arena atmosphere, promotions, or other entertainment that is provided in the Kentucky Mudders production. There are other aspects of the place in the marketing

mixes which have been identified. These include the television, radio, print, and web based marketing outlets. These outlets have been identified previously and are the best chance for the Kentucky Mudders organization to reach the broadest population and bring in new and non-consumers and media only consumers.

PROMOTION

The Kentucky Mudders promotional strategy will focus on a three part strategy of technology first, community relations, and entertainment value. Focusing on these three points will help show what the Kentucky Mudders organization has to offer the community and non-consumers and media users. The first strategy is showing how the Mudders are a technology forward organization. As identified previously the Mudders Social Lounge and Social Media seats will be an innovative way of offering a new way to connect with the Mudders and help the community. All heads of departments, athletes, coaching staff and media personnel will be encouraged to use the technologies and interact with our fans in an effort to create a bond and establish positive brand equity. The second focus of the promotional strategy is in our community relations. Along with the NBA Cares and the NBA/WNBA FIT program the Mudders organization will help rebuild the community and help the Louisville youth get active. There are many areas of the Louisville community in economic and physical distress. Playgrounds and housing units need repair and rebuilding. The Kentucky Mudders organization along with the NBA's FIT program will work with local schools to develop youth basketball programs to their fullest potential (NBA, 2011). The final focus of the promotional strategy is in the entertainment value offered each and every home game by the Kentucky Mudders and the KFC Yum! Center staff. The value is in not only the pricing but the place and product being offered. Showcasing these aspects in our advertising, marketing, and our promotional material will allow the Mudders to establish the positive brand equity being strived to achieve.

PUBLIC RELATIONS

The Kentucky Mudders will handle all public relations matters in house that include day-to-day transactions, events, sponsorships, promotions, and community relations. The VP of Public Relations will have the ability to hire a staff of efficient size to control and design the message in both a media and consumer relations standpoint. For all public relations matters that could be considered a "crisis" such as illegal activity and or tragedies, an outside crisis management firm will be employed. Some of the top firms to choose from include Levick Strategic Communications based in Washington D.C. and Edelman who holds offices worldwide including Chicago the closest to the Louisville Area. Using these public relations strategies the Kentucky Mudders organization will be able to communicate in an effective manner.

MARKETING EFFORTS

In a partnership with Yum! Brands, the Kentucky Mudders will have a unique ability to market the local Louisville population through their restaurants and with various events sponsored and produced by Yum! Brands. Based in Louisville Kentucky, Yum! Brands is the world's largest restaurant company in terms of system restaurants with nearly 38,000 restaurants in 110 countries. This partnership is beneficial for both groups and is expected to help build brand equity for the Kentucky Mudders and bring excitement and entertainment to Yum! Brands.

YUM! BRANDS AND LOGOS



Table 5 Yum! Brand Logos (Yum! Brands, 2011).

PRINT, RADIO, AND TV AFFILIATES

The Kentucky Mudders organization will employ marketing techniques with several different media outlets in radio, television, and print. When working with radio broadcasting rights the Kentucky Mudders will retain the rights to the broadcast of Mudders basketball contests. The Mudders will join into a partnership with Clear Channel Communications Inc. Radio, Fox Sports Network Television, and both the Gannett Company and the McClatchy Company for broadsheet newspaper advertising and coverage.

AFFILIATE MEDIA OUTLETS



WKRD 790 AM/101.7 FM - Louisville, Ky.



WCKY 1530 AM - Cincinnati, Ohio



WMKJ 105.5 FM - Lexington, Ky.



Fox Sports Network Ohio & South



The Courier Journal - Louisville, KY



Lexington Herald-Leader - Lexington, KY



The Cincinnati Enquirer - Cincinnati, OH



Louisville Magazine - Louisville, KY



Louisville. Com - Louisville, KY

Table 6 Affiliate Media Outlets

RADIO

As seen above in Table 6 the media in the Louisville, Lexington, and Cincinnati areas provide a broad coverage of the Kentucky Mudders and the everyday activities. With both AM and FM radio stations providing coverage there is the opportunity to reach a broad audience and build brand equity. The Kentucky Mudders radio network will broadcast all 82 regular season games and every pre-season contest as well. There will be a half hour *Call to Post Pre-Game* show airing simultaneously on all three stations prior to tip-off of

every contest. The stations will then air the contest in its entirety. After each contest, the *Mudders Finish Line Post-Game* show will air. Each week, the head coach of the Mudders will answer caller's questions along with the host on the Coaches Corner show.

TELEVISION

With the combination of Fox Sports Ohio and Fox Sports South, the Kentucky Mudders have the opportunity to reach audiences throughout the Ohio River Valley. Fox Sports will air every contest unless specified by the NBA's television agreement with national TV Networks; TNT, ESPN, and ABC. There will be a half hour Pre-Game show on the television side of broadcasts as well. Television is the most visible medium and is therefore very important for any sports organization to focus a large portion of advertising efforts into. Creating game promotional material to air on the local television channels will allow, aware non-consumers and media consumers to be intrigued towards attending a contest and climbing the escalator. As seen below, the Kentucky Mudders plan to spend \$2.4 million in television advertising. This is more than three times the amount spent on radio advertising. Even when the production costs are factored in, the difference is still significant. The importance of television advertising is reflected in the amount spent to gain more active consumers to the Kentucky Mudders family.

PRINT

The Kentucky Mudders will advertise and focus cooperation with three major newspapers in the Ohio River Valley as seen in Table 6. While being connected with the Louisville, KY community, it is important to focus the majority of its media relations with The Courier Journal. Approximately a third of the print advertisement and media relations budget will be used towards, both, The Lexington Herald-Leader and The Cincinnati Enquirer. While print based advertising, in the way of newspaper, is a declining form of media, it is still an integral part of the marketing of a large organization. Another form of print based advertising is with the Louisville Magazine which focuses on the interesting and entertaining aspects of Louisville Kentucky. Louisville Magazine has an average monthly circulation of 24,000 copies (loumag.com, 2011).

INTERNET

The Internet is an ever-growing medium that reaches three out of four Americans, on average (Nielson, 2004). This medium will be an integral aspect of the marketing strategy of The Kentucky Mudders. One website that the Kentucky Mudders will need to develop a partnership with is Louisville.com, a hub for all events and entertainment in the Louisville, KY metropolitan area since 1996. With new technologies being created every day it will be important to utilize each one of these and engage our fans through the

internet to help create a special bond between fan and organization. Most if not all of these technologies are free to use and offer premium features for large corporations to engage their fans in more inventive ways. Some of the web technologies that will be used are Facebook, Twitter, Google+, LinkedIn, YouTube, FourSquare, Yelp, and a new emerging technology ThingLink. The most intriguing of these technologies is ThingLink which is an interactive hotspot you define inside an image (thinglink.com, 2011). The other technologies offer ways to communicate and interact with fans in the way of providing news, conducting surveys, and offering loyalty rewards. This medium is extremely important in this information age and this can be seen in the amount being invested in these technologies.



SPONSORABLE INVENTORY

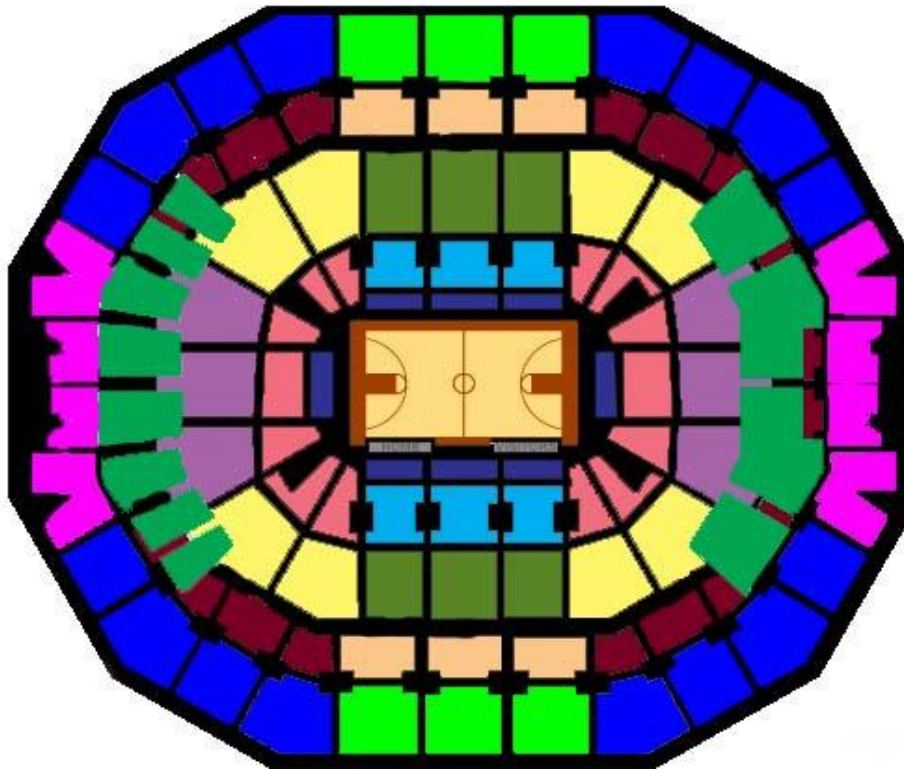
Signage		Price
Court Side	Rotating	\$200,000
	Non-Rotating	\$300,000
Concourse sign	Each Gate	\$200,000
Gate Entrance	Each	\$700,000
LED Stadium Sign	8 – 2 Minute Spots per Quarter	\$125,000
Special Section		
Upper Deck	Family Zone/Guys Night Out	\$165,000
Lower Bowl	Behind Hoop	\$200,000
Suite	Fan Cave`	\$300,000
Scoreboard Signage		
Permanent		\$400,000
LED Advertisements	Full Season	\$2,250 per game
	Half Season	\$2,500 per game
	Monthly	\$2,750 per game
Logo	Full Screen	\$2,000 per game
	Half Screen	\$2,250 per game
Luxury Box		
Suite for company use	Seats 12 with 3 parking passes	\$250,000
Print		
Ticket Back		\$200,000
Back Cover		\$125,000
Inside Cover		\$100,000
Full Page		\$80,000
Half Page		\$50,000
Interactive Promotion		
Full Season	Includes store driving element	\$170,000

Table 7 Sponsorable Inventory (Rochester, 2011).

SPONSORSHIP

The Kentucky Mudders organization along with NBA Sponsors and the NBA Cares initiative will identify charities and sponsors with common goals. With these organizations identified the Mudders will establish a working partnership to advance the marketing and community interaction of the Kentucky Mudders organization. These prospective sponsors will be presented with packages so that both organizations can increase sales and gain brand equity through the working partnership being created.

TICKETING OPERATIONS



Ticket Prices							
	\$200		\$70				
	\$150		\$50				
	\$125		\$40				
	\$125		\$30				
	\$100		\$20				
	\$100		\$10				
Group tickets come in groups of 10 with 2 free tickets each							
Season Ticket Rates							
	Full	½	¼		Full	½	¼
	\$8000	\$4000	\$2,000		\$2800	\$1400	\$700
	\$6000	\$3000	\$1500		\$2000	\$1000	\$500
	\$5000	\$2500	\$1250		\$1600	\$800	\$400
	\$5000	\$2500	\$1250		\$1200	\$600	\$300
	\$4000	\$2000	\$1000		\$800	\$400	\$200
	\$4000	\$2000	\$1000		\$400	\$200	\$100

Table 8 Ticket Prices (Ticketmaster, 2011).

PROMOTIONAL SEATING

The Kentucky Mudders will offer new promotional seating to advocate the technology first attitude for this seasons play. Two areas will be designated one behind the Mudders bench for two individuals each game and one in a suite opposite of the Mudders bench. These areas will be seated by an application process to fans that show their fanaticism towards the Mudders and their use of social media. Recently the Cleveland Indians, Major League Baseball team in a similar sized market, began offering a free gift to six fans and a guest to use one of their suites (Kenworthy, 2011). The Indians use an application process to identify fans for this promotion. Fans are not provided with food or beverages like normal suites but are allowed to purchase them. "In return, the team gets is marketed to the thousands of people who are connected to the 12 people in the suite through social media" (Kenworthy, 2011). This concept is an innovative way to bring fans into the game and feel a connection to the Mudders while receiving free publicity.

The Kentucky Mudders will offer one fan and a guest who are already in attendance the chance to upgrade to the social media seats behind the Mudders bench. All the fans will need to do is use a specific Twitter Hash Tag or Facebook Check In shown on the digital signing inside the arena each night to be considered. This will be a sponsored promotion by the Kentucky Mudders Charity Foundation and for every post by these individuals \$10 dollars will be donated to one of the prearranged charities. This promotion could easily raise \$50,000 for Mudders Charities throughout the season.

The Mudders will also sponsor the Mudders Social Lounge where six fans and a guest will be able to apply for spots in the new suite. The suite will be Wi-Fi enabled and these fans will be offered parking, tickets to the game, as well as concessions sponsored by Yum! Brands. This will be a great way to show that the Kentucky Mudders are a technology first organization offering new ways to connect with friends, the organization, and our athletes.

BUDGET

	Jan-May	June-Aug	Sept-Dec	Total
Personnel				
Salaries, wages	\$ 2,000,000	\$ 1,200,000	\$ 1,600,000	\$ 4,800,000
Benefits	\$ 200,000	\$ 120,000	\$ 160,000	\$ 480,000
Payroll taxes	\$ 250,000	\$ 150,000	\$ 200,000	\$ 600,000
Commissions and bonuses	\$ 200,000	\$ 120,000	\$ 160,000	\$ 480,000
Personnel Total	\$ 2,650,000	\$ 1,590,000	\$ 2,120,000	\$ 6,360,000
Market Research				
Primary research	\$ 150,000	\$ 90,000	\$ 120,000	\$ 360,000
Library management	\$ 25,000	\$ 15,000	\$ 20,000	\$ 60,000
Market Research Total	\$ 175,000	\$ 105,000	\$ 140,000	\$ 420,000
Marketing Communications				
Branding	\$ 250,000	\$ 150,000	\$ 200,000	\$ 600,000
Advertising	\$ 300,000	\$ 180,000	\$ 240,000	\$ 720,000
Web sites	\$ 100,000	\$ 60,000	\$ 80,000	\$ 240,000
Direct marketing	\$ 400,000	\$ 240,000	\$ 320,000	\$ 960,000
Internet marketing	\$ 150,000	\$ 90,000	\$ 120,000	\$ 360,000
Radio	\$ 300,000	\$ 180,000	\$ 240,000	\$ 720,000
Press relations	\$ 100,000	\$ 60,000	\$ 80,000	\$ 240,000
Public relations	\$ 150,000	\$ 90,000	\$ 120,000	\$ 360,000
Television	\$ 1,000,000	\$ 600,000	\$ 800,000	\$ 2,400,000
Events	\$ 2,500,000	\$ 1,500,000	\$ 2,000,000	\$ 6,000,000
Marketing Comm Total	\$ 5,250,000	\$ 3,150,000	\$ 4,200,000	\$ 12,600,000
Customer Acquisition & Retention (CAR)				
Lead generation	\$ 25,000	\$ 15,000	\$ 20,000	\$ 60,000
Customer loyalty	\$ 50,000	\$ 30,000	\$ 40,000	\$ 120,000
CAR Total	\$ 75,000	\$ 45,000	\$ 60,000	\$ 180,000
Other				
Postage	\$ 25,000	\$ 15,000	\$ 20,000	\$ 60,000
Telephone	\$ 25,000	\$ 15,000	\$ 20,000	\$ 60,000
Travel	\$ 30,000	\$ 30,000	\$ 30,000	\$ 90,000
Computers and office equipment	\$ 2,000	\$ 2,000	\$ 2,000	\$ 6,000
Other Total	\$ 82,000	\$ 62,000	\$ 72,000	\$ 216,000
Total Marketing Budget	\$ 8,232,000	\$ 4,952,000	\$ 6,592,000	\$ 19,776,000

Table 9 Budget

SWOT ANALYSIS

STRENGTHS

The strengths of the Kentucky Mudders are in the production quality, local partnerships, entertainment value, and freshness of the brand in the community. The production of every Mudders contest focuses on a fun, family friendly experience with a competitive product each and every night. With an arena that opened in 2010 there is a unique opportunity to establish a high energy advanced product for the fans in the arena. The local partnerships with the Yum! Brands will be an integral strength of the Kentucky Mudders organization. As described earlier in the promotional strategy the entertainment value of the Mudders is in a three stage approach which includes the technology forward approach, high production quality, and amazing facility. The final strength identified is in the freshness of the Kentucky Mudders brand in the Louisville community. This gives the organization the unique ability to define and establish the Mudders brand equity from the ground up.

WEAKNESSES

Two of the main weaknesses that the Kentucky Mudders organization will struggle with include the current perception of the athletes involved and not having an established brand in the community. In the past several years many athletes have been accused of extra-legal and extra marital affairs while averaging a larger salary than any other sport per individual according to a Fox Sports article. Researchers identified the NBA players as earning an average \$4.79 million each year (News Core, 2011). With such a wage gap between the average individual and the amount of negative publicity this is a weakness to the Kentucky Mudders and NBA brand. The other weakness identified is the lack of an established brand in the Louisville community. This has been established as both as a strength and as a weakness due in part to the ability to make a first impression but also the inability to have a strong fan-base to work from and grow. The Kentucky Mudders will need to work hard to overcome these weaknesses and become a successful organization.

OPPORTUNITIES

The Kentucky Mudders organization has several opportunities to grow as an organization in the Louisville community, the NBA brand, and as a high quality product. The opportunities for the Mudders organization are having a new arena, the population age of the community and being in a new locale. The first opportunity is that the KFC Yum! Center is only in its second year of operation providing the fans a state of the art experience in comfort and style. This is an opportunity to promote and focus much of the Mudders marketing strategy toward. Another opportunity to the Kentucky Mudders is in the age of the population of Louisville and Jefferson County. As reported earlier the median age is 37.9 years of age with 268,036 people between the age of 18 and 45. This is a big population to focus the Kentucky Mudders marketing towards. The final opportunity as mentioned previously is in the first impression the organization has the opportunity to create. This is the first and most important chance to establish the organization within the community.

THREATS

There are many threats to the Kentucky Mudders organization some of these threats are listed below. All of these threats are events or places of interest for individuals to visit and spend their time and money. There are also threats in national sports that will draw the Louisville population away from the Mudders. Some of these include sporting events, television shows, and movies. All of these threats will need to be addressed and will be competition for the Kentucky Mudders.

LOCAL THREATS

- Kentucky Derby
- Fourth Street Live
- University of Louisville Cardinals Athletics
- University of Kentucky Wildcats Athletics
- Kentucky International Convention Center
- The Kentucky Center
- Louisville Slugger Museum And Factory
- Louisville Slugger Field
- Muhammad Ali Center
- Louisville Science Center
- Cincinnati Reds
- University of Cincinnati Bearcats Athletics

MARKETING OBJECTIVES

The Kentucky Mudders organization will work towards these enumerated objectives in the marketing strategy of the product, place, pricing, promotion, and public relations which have been previously identified.

- Establish positive brand equity within the local community.
- Maintain average attendance of 65% capacity for entire season.
- Through sponsorship and foundation work raise \$500,000 for local charities.
- Establish partnerships with \$10 Million sponsors.
- Develop a detailed consumer database through a series of surveys, contests, and work with partner corporations.
- Establish strong social media presence with daily interaction with fans through communication, media sharing, and contests.
- Establish the Kentucky Mudders as the most technology forward organization in the National Basketball Association.

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