

The Portland Pioneers

Synopsis

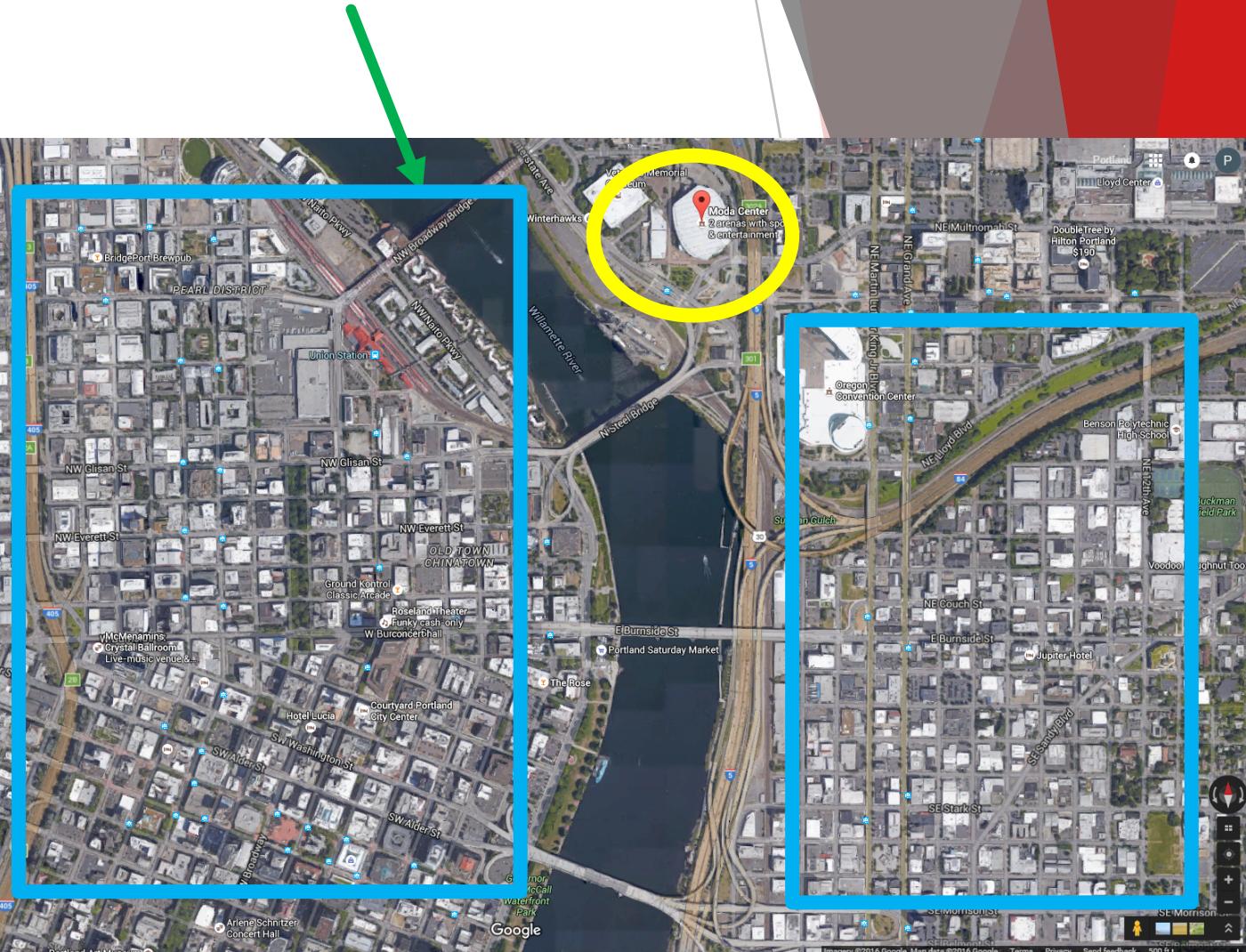


Mission Statement:

The Portland community has shown immense enthusiasm in being the only team in the Northwest United States to have a professional hockey team in the National Hockey League (NHL). The management of the Portland Pioneers plan to assemble a team of high caliber to create a prominent franchise. The financial status for the organization is in a progressive stage and the Portland Pioneers' organization is on track to prosper in the NHL and emerge as a successful franchise.

Why Portland?

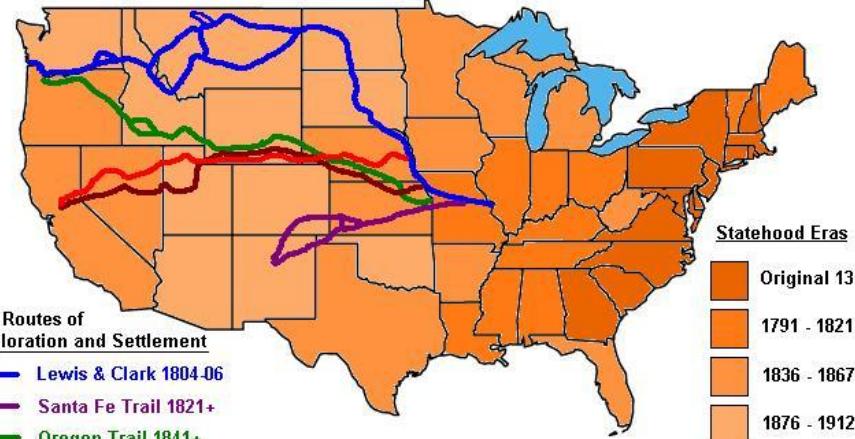
- ▶ Only team in the Northwest United States
- ▶ 2nd highest population(600,000) in NW US(behind Seattle by 50,000)
- ▶ Fan loyalty/success like others
 - ▶ Trail Blazers(NBA)
 - ▶ Portland Winter Hawks(WHL)
- ▶ Compatibility of Stadium, the Moda Center



Why the Pioneers?

- ▶ In the early 1800's, Americans started migrating west with the acquisition of the Louisiana and Oregon territory.
 - ▶ People who migrated were called the **Pioneers**.
- ▶ Later on many companies pioneered their headquarters in Portland such as, Nike, Intel, and Adidas.
- ▶ Cultural and historical connection.
- ▶ Logo: Representation of a pioneer.

Westward Expansion of the United States



Gerry Bakker - September 2001
Source: NPS Publications



Company Goals

Short-Term Goals:

- ▶ Develop a strong fan base within the Portland Community.
- ▶ The goal is to have at least 30,000 interactions on each post on all social media platforms through likes, tweets, retweets, comments.
- ▶ Score at least 70 points as a team in the first season.



Long-Term Goals:

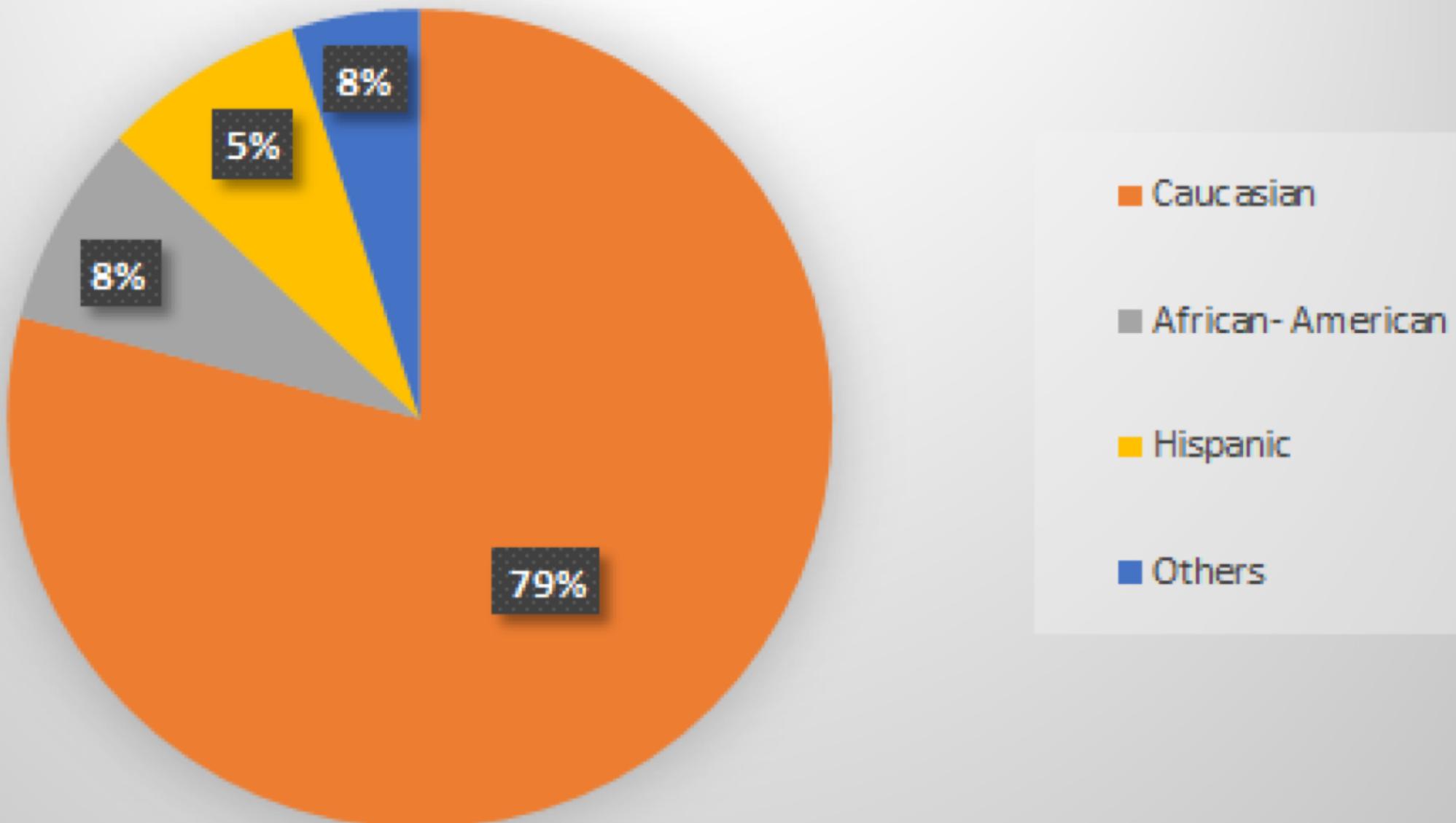
- ▶ Expand our fan base to a region-wide audience.
- ▶ 10% increase in points in the 1st 3 Seasons.
- ▶ Make the playoffs by the 3rd season.
- ▶ Win The Stanley Cup within the first 10 seasons.



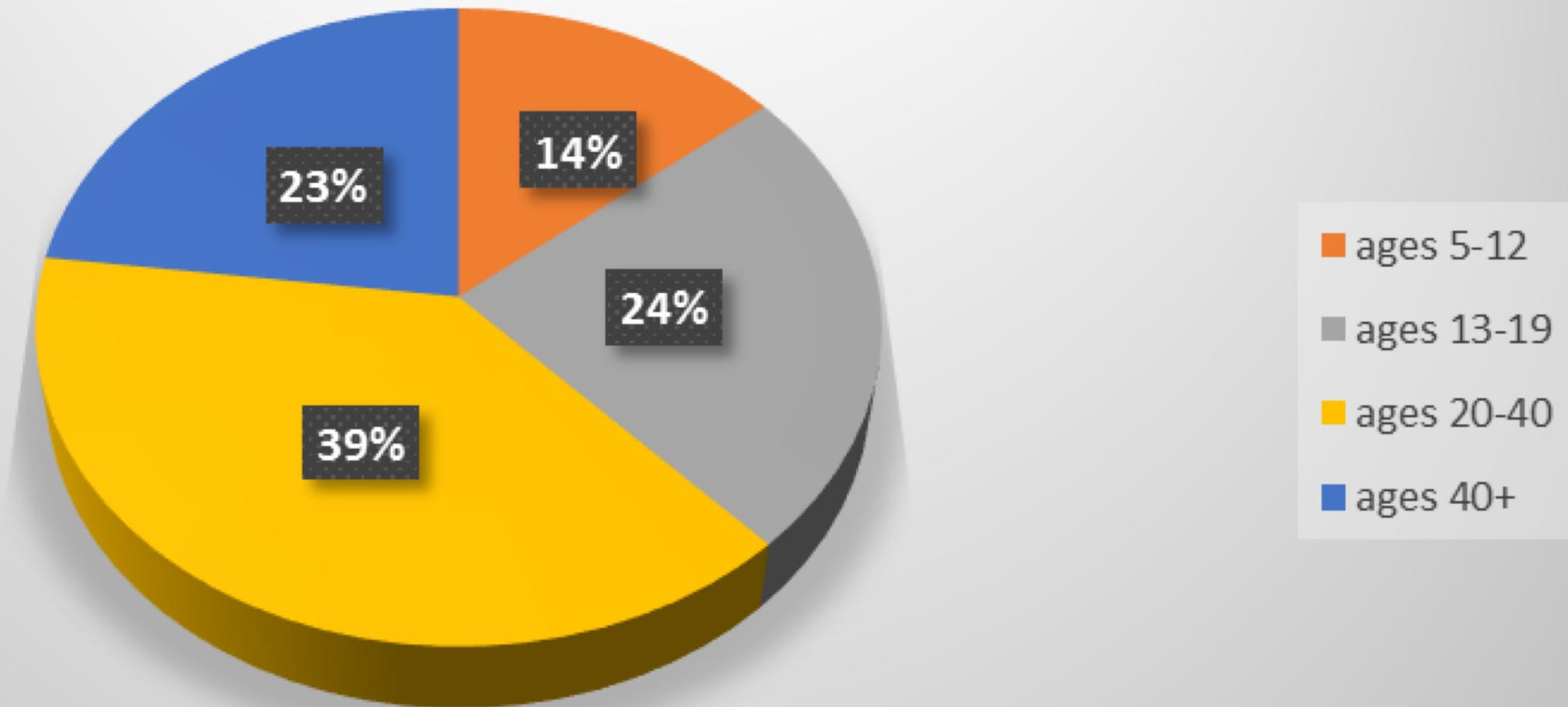
Description of Customers and Their Needs

- ▶ **Demographics:** Most of our viewers will come from adult, Caucasian males.
- ▶ **Geographical Segmentation:** Target people in the Portland community.
- ▶ **Psychographics:** People who are interested in hockey.
- ▶ **Customer Needs:** Distribute fairly priced tickets and merchandise.

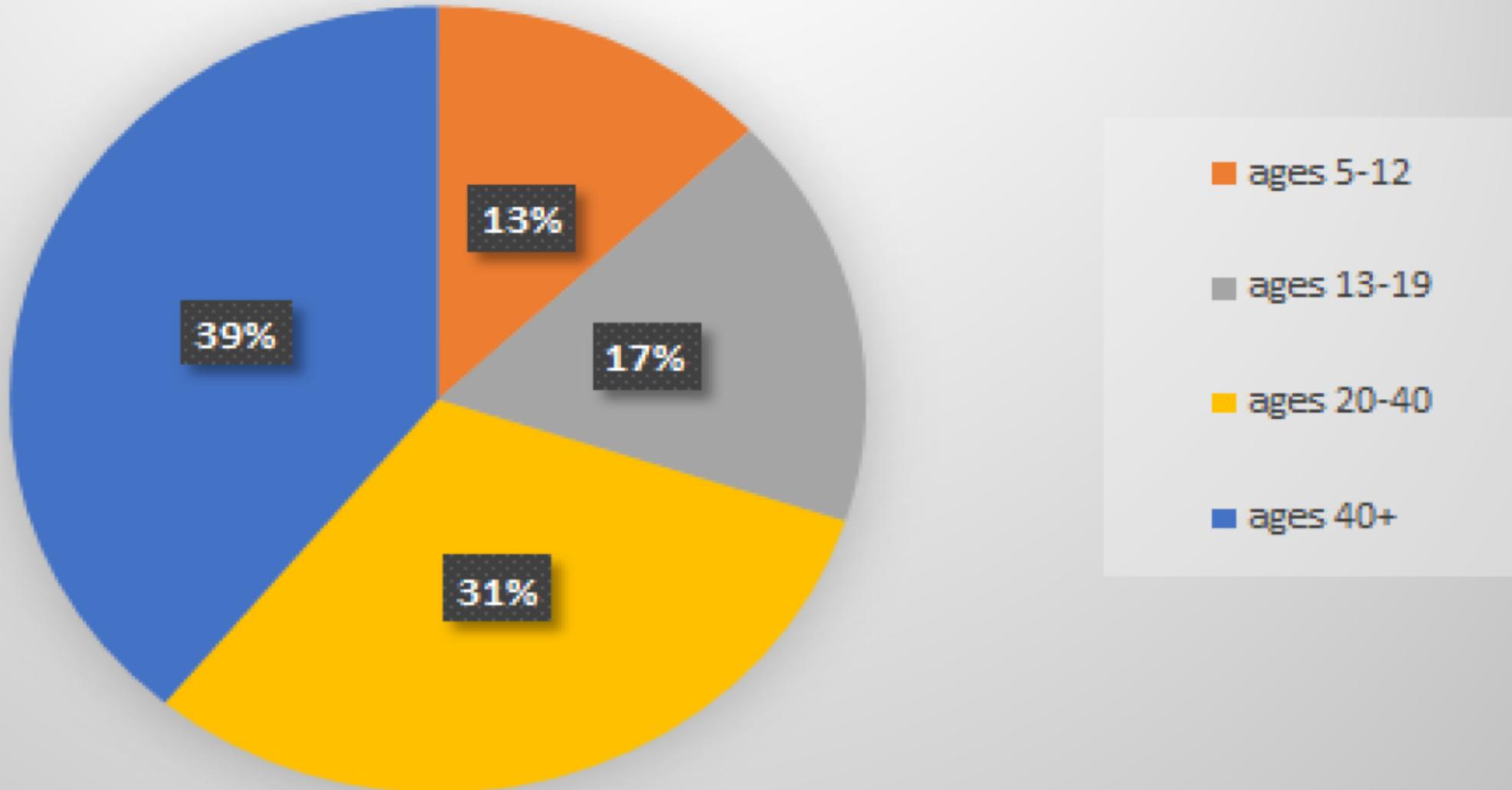
Viewer Share



Percentage of males who watch hockey in each age group



Percantage of women who watch hockey in each age group



Description of Pricing Strategy

- ▶ Pricing Strategies, Fixed Costs, Variable Costs
- ▶ Break-even point: \$70 million
- ▶ In FY1 (2017-2018), our operating income goal is \$20 Million.
- ▶ In FY1, our revenue goal is \$55 Million.
- ▶ Ticket prices



Competition

Direct Competition:

- ▶ The other 30 teams in The NHL

Indirect Competition:

- ▶ The Portland Trail Blazers(NBA), collegiate athletics in Oregon, and the Portland Timbers(MLS)



Marketing Mix

- ▶ Product: The Portland Pioneers
- ▶ Price:

Section	Season Tickets	Individual Game Tickets
100	\$3,000-\$4,500	\$180-\$300
200	\$1,500-\$2,000	\$100-\$200
300	\$500-\$800	\$60-\$120





Marketing Mix

Placement: NBC, Local Channels

- ▶ Market through broadcasting

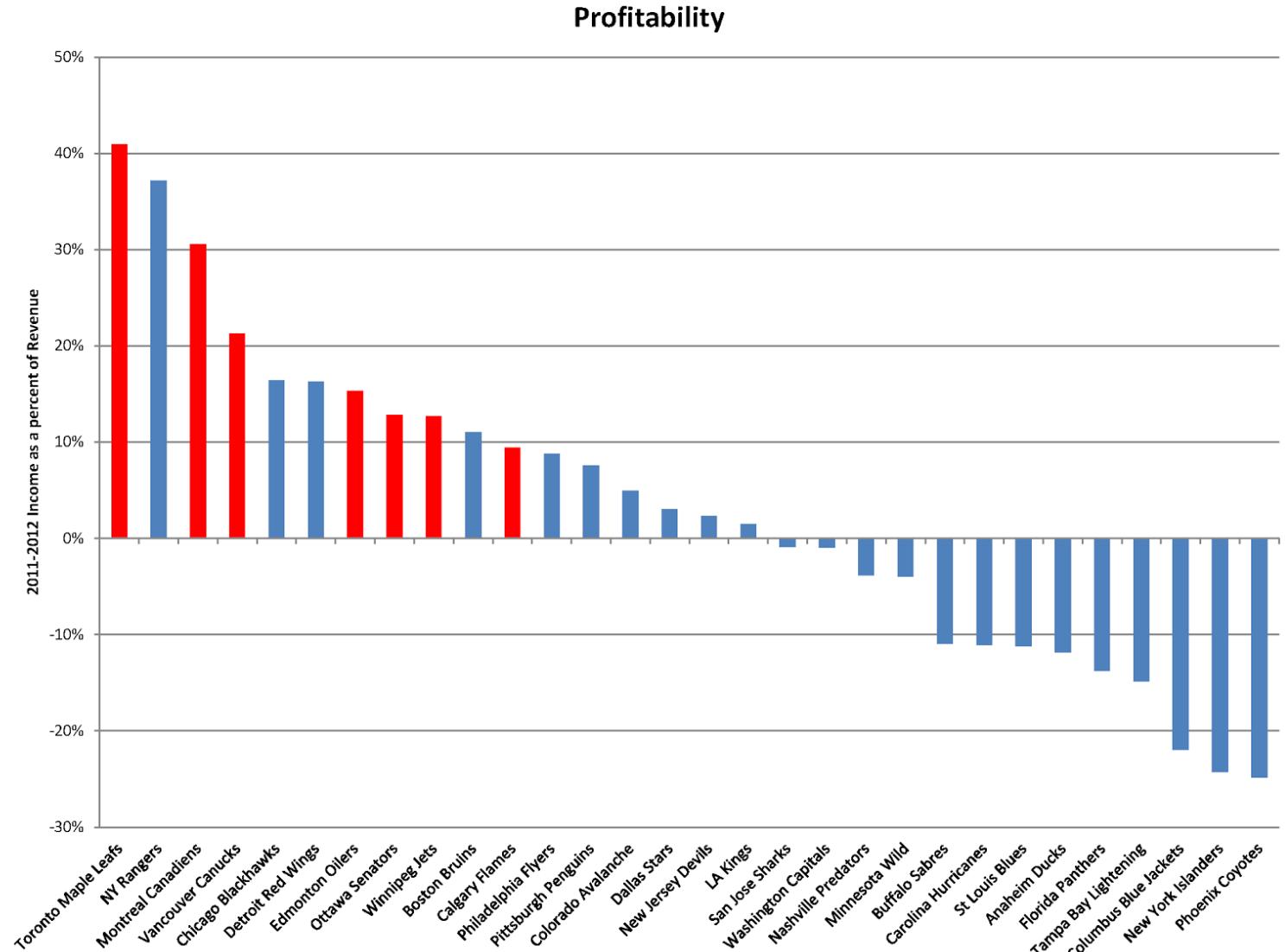
Promotion: Website

- ▶ Sales/Special Deals
- ▶ Connect with consumers
 - ▶ Charities, Conventions, Meet and Greets, marathon, local school visits for youth hockey.
- ▶ Involve fans during games
 - ▶ Discounts for veterans, contests, giveaways, startup pitch contests, and halftime shows



Economic Trends

- ▶ Inflation in ticket prices
- ▶ Attendance on decline because people dissuaded by brutality
- ▶ Hard to market players and generate revenue because they are foreign
- ▶ Teams' values are on the rise in the NHL



Social Trends

- ▶ Social Media will help connect people with the team's events, promotions, and sales.
- ▶ Social Media could help expand the team's fan base because people are online more now than ever before.



Legal Trends

- ▶ Player Liability and Safety
- ▶ Concussion Issues: The NHL is currently facing a lawsuit
- ▶ Pioneers working with NHL on legal issues



Technological Trends

- ▶ TV Programming
- ▶ Apparel
- ▶ Multimedia
- ▶ Fantasy Hockey
- ▶ Updated technologically



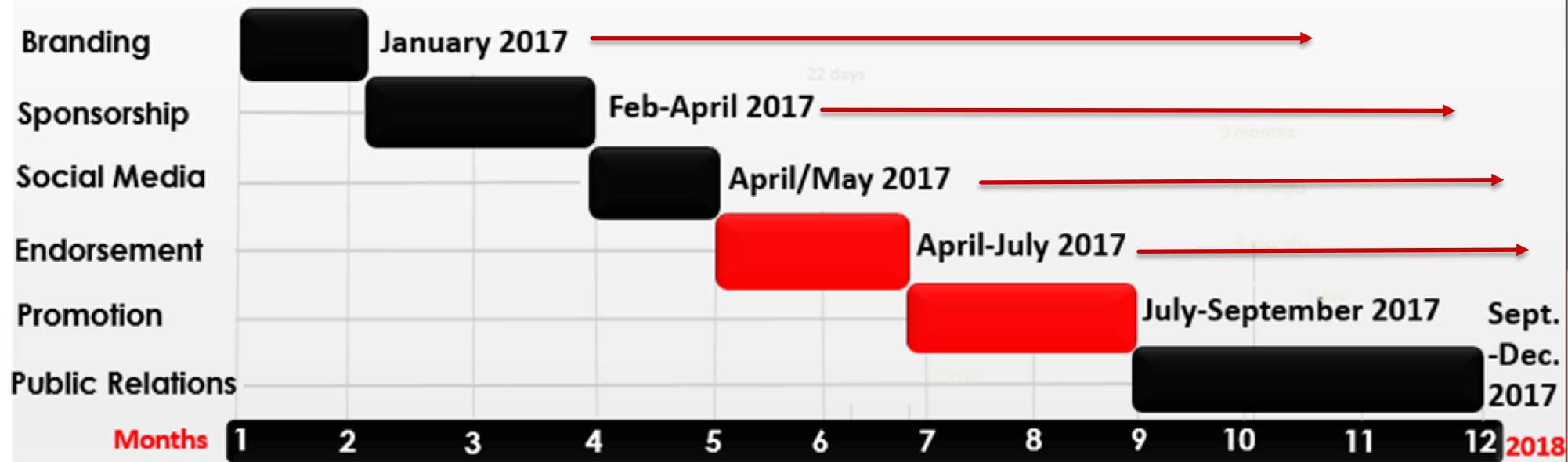
Human Resource Requirements

Who are OUR employees?

- ▶ Have knowledge of business
- ▶ Are committed and enthusiastic for the organization
- ▶ Represent Pioneers well
- ▶ Degrees in specific fields
- ▶ Previous experience in HR



Portland Pioneers' Marketing Timeline



Establishment of the Portland Pioneers as an NHL Franchise

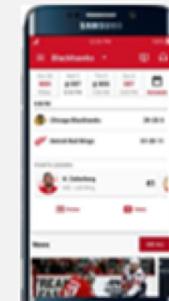


The Portland Pioneers will acquire many Sponsorships with companies such as Audi, Rebook, and Dunkin Doughnuts

The Portland Pioneers will incorporate social media into their franchise to help keep the fans more connected.



The Portland Pioneers will promote their franchise through viral marketing(promotional videos, on-site videos, and You-Tube)



Methods of Measuring Success



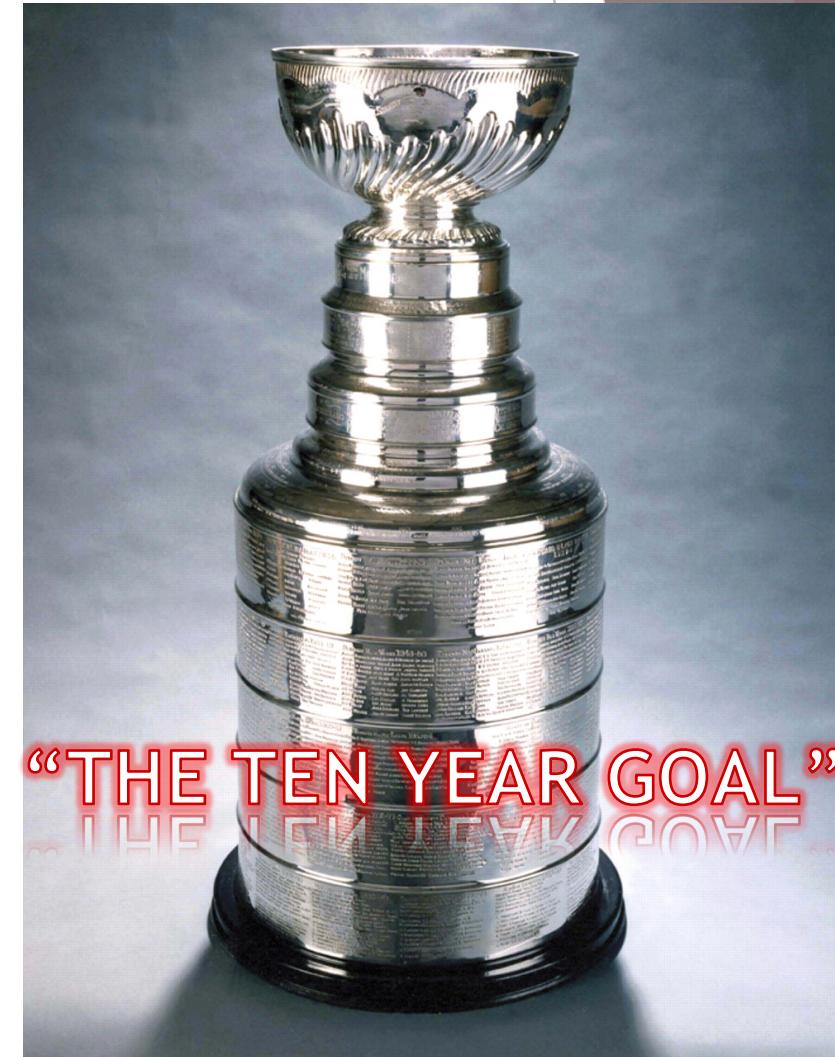
Customer Satisfaction

Excellent

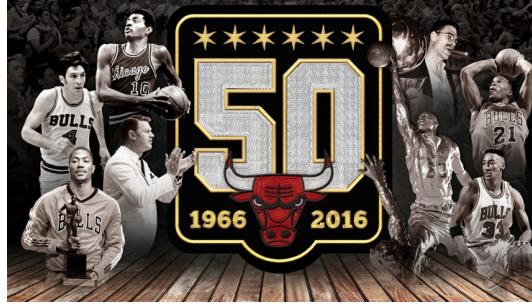
Good

Average

Poor



Real World Comparison



- ▶ Wendy Knoll - Chicago Bulls, Senior Manager, Basketball Administration
 - ▶ 20+ years with the Bulls:
 - ▶ Definition of Success, Goals, Fan Commitment, Social Media, Pricing Strategy, Financial Success, Human Resources, Communication.

