

Sports Marketing Proposal

27th of April, 2022

OVERVIEW

The Iron Five is a group of students in Rensselaer's Sports Marketing course (taught by John D'Argenio) who have been learning about techniques and strategies to market sports in the most effective manner and drive revenue through said strategies.

GOAL

Raise the level of interest and awareness of RPI Athletics among the student body.

TARGET AUDIENCE

- Current targets:
 - On-campus students
 - Fraternities/Sororities
 - Athletes
- Ultimate target:
 - Faculty/Staff
 - Alumni
 - RPI Families
- Students Focus - Undergraduate, Graduate, etc.

TARGET SPORTS

- Fall and Winter:
 - Male and Female Hockey
 - Male Football
 - Male Basketball

OBJECTIVES

- Increase flow of information to RPI student body
- To promote selective games (ex: Dutchman's Shoes, Mayor's Cup)
- Football: Increase by around 100 students per game on average -- 66.66% increase
- Basketball: Increase by around 50 students per game on average -- 100% increase
- Hockey: Currently approximately 400 (8% capacity percentage)
 - Houston Field House Total Capacity: 4780
 - Increase to 25% on certain games
 - Average 15% capacity percentage

TACTICS

- Student body survey
 - Current response number: 186
 - 70.3% like watching sports
 - 33% never went to a RPI sports event
 - 66.5% feels they were not notified enough
 - Most of them talked about:
 - Did not know what is going on
 - Did not see notifications
 - Not enough advertisement
 - Other reason like busy
 - 53.8% think a email weekly newsletter is helpful
 - 68.1% think a student run social media page is helpful
 - 47.5% would attend in future events if they were notified
 - 44.8% are uncertain if they would attend
 - Reasons for 7.7% not attending are mainly no time and tight restrictions

Knowledge and Interest about RPI Athletics

This form will be used to help our group determine how well aware each student is about RPI Athletics and if there are more things RPI can do to draw more attention to athletic events.

 kevinu0626@gmail.com (not shared) [Switch account](#)

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What year are you?

- ☐ Freshman
- ☐ Sophomore
- ☐ Junior
- ☐ Senior
- ☐ Grad

Do you enjoy watching sports?

- ☐ Yes
- ☐ No
- ☐ Somewhat

How regularly do you attend RPI athletic events/games.

- ☐ Never
- ☐ Sometimes
- ☐ Often

If never, why?

Your answer

Do you feel notified about upcoming RPI athletic events/games?

- ☐ Yes
- ☐ No
- ☐ Somewhat

If no, why?

Your answer

Would a weekly email newsletter about athletics be of interest to you?

- ☐ Yes
- ☐ No
- ☐ Maybe

Would a student run RPI Athletics page be of interest to you?

- ☐ Yes
- ☐ No
- ☐ Maybe

If you are notified in the future about upcoming RPI athletic events/games, will you attend?

- ☐ Yes
- ☐ No
- ☐ Maybe

If no, why?

Your answer

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Google Forms



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- Fraternity/Sorority sponsorship for certain games
 - QR Codes put in RPI buildings
 - Scan to be put into raffle for merchandise
 - The more games you attend, the more raffle entries you get
 - Promote intramural champions at halftime
 - Bringing back the RPI Red Hawk as a mascot
 - Sport Event Notification System
 - Similar to RPI Alert - Sends match date/time/location directly to student device
 - Weekly Newsletter
 - Outlines games of the week and scores from the week prior
 - Connection the RPI publication, "The Polytechnic"
 - Athlete-run social media accounts
 - Post graphics, interviews, images, and other content
 - Manager supervised -> let athletics post content (Dance challenge, Fun facts, BTS, etc.)
 - Food Trucks
 - Get food trucks for weekend games
 - Provide ticket (or proof) to get \$ off (provides a path for RPI to make deals)

SPECIFICATIONS

- QR Codes
 - Costs about \$10 per month for dynamic, trackable and editable QR codes and printing costs
- Food Trucks
 - Depends on the deal RPI can make
 - Best Case scenario: RPI charges for rights to sell at athletic games
 - Second Option: They come free of charge so they can sell their product
- Mascot Design
 - Student & Staff Design Competition with a winning price of \$200
- Notification System:
 - SMS system
 - Third party company - Approximately \$500 for 34200 units per month if one message per account per week

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- Cheaper when directly integrate with RPI alert
 - Testing on on-campus undergrad student for the first season

IMPLEMENTATION

- Athletes
 - Running social media accounts
 - Team promotion
- Work-study Program
 - Expand program to include more athletic department jobs
 - Students can be paid and the athletic department can benefit from more hands on deck.

CITATIONS

TextingBase SMS system: <https://www.textingbase.com/pricing>

Men D1 Hockey Attendance Stat:

<https://www.uscho.com/stats/attendance/division-i-men/>