

# Sports Marketing

The Iron Five



# RPI Athletics Current Mission/Vision Statements:

## **RENSSELAER DEPARTMENT OF ATHLETICS MISSION STATEMENT:**

The Rensselaer Athletics Department provides broad-based opportunities to enhance the overall student-athlete experience through high-level intercollegiate and recreational competition that emphasizes superior sportsmanship and the pursuit of excellence while winning championships. Creating an atmosphere that encourages personal growth while balancing academic and athletic excellence is of highest importance. Essential to the team is the development of core values in a diverse and equitable environment while promoting positive, life-long contributions to the Rensselaer community and beyond.

## **RENSSELAER DEPARTMENT OF ATHLETICS VISION STATEMENT:**

Rensselaer Polytechnic Institute's intercollegiate athletics and recreational programs are built upon a successful balance of academic and athletic excellence. As we continue to develop global reach and global impact, RPI Athletics builds pride and passion, uniting our campus, alumni, and the citizens of the Capital Region through competitive achievement.

Our core values direct Rensselaer student-athletes in their roles as academic, athletic, and community leaders. Demanding competitive activities, world-class facilities, first-rate support services, and exceptional coaching and teaching ensure they realize their full potential as individuals and team members.

Our staff thrives in a positive culture as professional educators, mentors, and teammates. They are dedicated to selflessly serving our student-athletes and the Institute, while fostering an environment in which a strong work ethic, mutual respect, honesty, integrity, and diversity prosper.

We maintain and exhibit the highest moral standards and honor the traditions, values, and mission of the Institute.

# Goal:

Raise the level of interest and awareness  
of RPI Athletics among the study body



# Objectives:

- Increase flow of information to RPI students
- Increasing attendance at select games (ex: Dutchman Shoes, Mayor's Cup)
- Focusing on **Fall & Winter** sports
  - Men's Football
  - Men's Basketball
  - Men & Women's Hockey

|            | # of students | Growth Rate on Avg | Reach Goal |
|------------|---------------|--------------------|------------|
| Football   | ~ 100         | 33.3%              | 66.7%      |
| Basketball | ~ 50          | 50.0%              | 100.0%     |
| Hockey     | ~ 400         | 15.0%              | 25.0% ?    |



## Tactics:

- Student body survey
- Fraternity/Sorority sponsorship for certain games - Frat Night
- QR Codes
- Intramural champions promotion at halftime/timeouts
- Mascot symbol
- SMS Sport Events Notification System
- Weekly Newsletter
- “The Polytechnic”
- Social media accounts
- Food Trucks

# Student Survey

- Currently 186 result
- Students/Groups Surveyed
  - RPI Reddit Group
  - School of Architects
  - Freshman Class 2025/2026 Facebook Group
- Asked about
  - **School Year**
  - **Do they enjoy watching sports?**
  - **How often they attend RPI games?**
    - Reason if never
  - **Do you get notified?**
    - Reason if no
  - **Their opinions on:**
    - Weekly email newsletter
    - Student run social media page
  - **Whether they would attend if notified?**
    - Reason if no

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.

kevinv007@gmail.com (shared) Switch account Print form

What year are you?

Freshmen  
 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

Submit Clear form

Never edit or present this through Google Forms

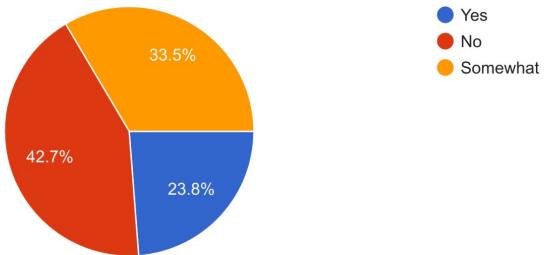
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Google Forms

# Survey Results

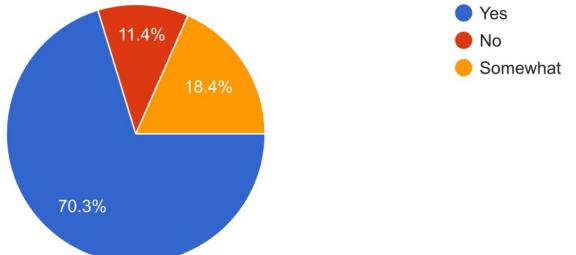
Do you feel notified about upcoming RPI athletic events/games?

185 responses



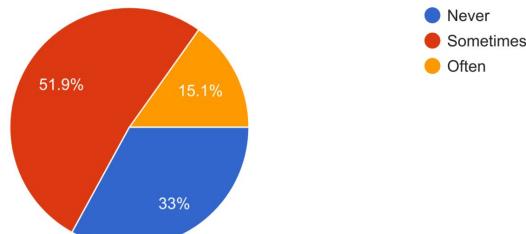
Do you enjoy watching sports?

185 responses



How regularly do you attend RPI athletic events/games.

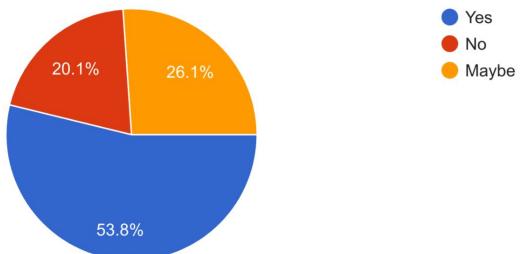
185 responses



## Survey Results

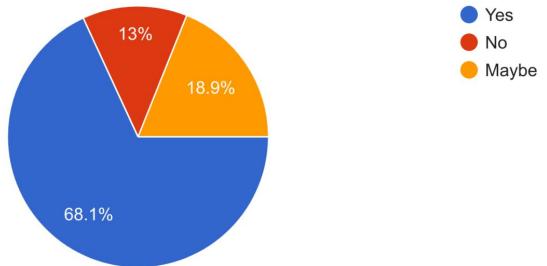
Would a weekly email newsletter about athletics be of interest to you?

34 responses



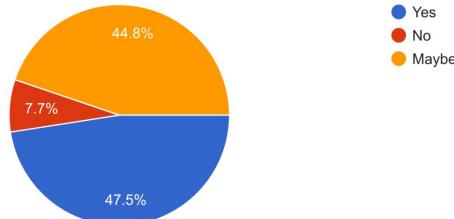
Would a student run RPI Athletics page be of interest to you?

185 responses



Will you attend if you are notified in the future about upcoming RPI athletic events/games?

3 responses



## “Special” Night & QR Codes

- Total of 34 Fraternity/Sororities/Societies
- Represent themselves
- Energy!
- Sponsorship (T-shirts)



- Post at DCC/Union
- Scan to put into raffle for merchandise
- More games attend, more raffle entries
- \$10 per month
  - Dynamic
  - Trackable
  - Editable
- Written by student



## Intramural Champions Promotion

- Group picture and T-shirts for everyone
- Promotion during half-time or timeout at:
  - ECAV Stadium
  - Houston Field House
- Increase attendance
- Indirect effect of students' engagement
  - Intramural
  - Games

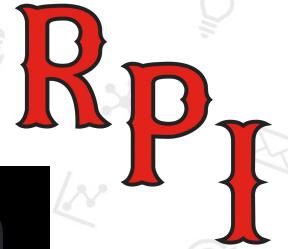


# Mascot Symbol

- Mascot symbol for RPI
- Representing all sports
- Show Spirits -- “Why not change the world?”
- Students designed in 2004 and 2007
- Ways to achieve
  - Design competition
    - Ex. \$200 gift card for final winner
  - Avoid copyright issues



basketball - cross country - field hockey - football - golf - ice hockey - baseball - indoor track - lacrosse - soccer - softball - swimming + diving - tennis - track + field



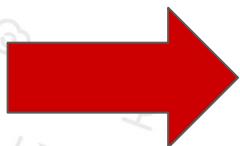
# SMS Notification System

Sun, Mar 6, 15:58

RPI Safety Advisory: Troy PD is on the scene of a shooting at the intersection of 3rd and Congress St. On Today's Date at 3:49pm, Troy PD is on the scene of a shooting which took place at the intersection of 3rd and Congress St. Please avoid this area.

Refer to RPI email or [alert.rpi.edu](http://alert.rpi.edu) for more information

Current Time: 14:57:06  
Today's Date: 03-06-2022



Today 2:39 PM

RPI Athletics: 4/17 - 4/23

4/17 - No games

4/18 - No games

4/19

- Baseball @ Middlebury (Canceled)
- Women's Tennis @ Bard (Postponed)

4/20

- Softball vs. Clarkson (3pm)
- Women's Tennis @ Union (4pm)

4/21 - No games

4/22

- Women's Lacrosse @ William Smith (4pm)

4/23

- Golf @ Farmingdale State (10am)

# RPI

# Third company prices

Texting base:

The screenshot shows a mobile application interface with a header "Billed monthly" and "Billed annually". A button "Get 20% more" is also present. Below the header, there are four plan categories: Standard, Executive, Executive II, Professional, and Deluxe. Each plan includes a price per month, a list of included features, and a "Start" button.

| MOST POPULAR | STANDARD   | Executive   | Executive II   | Professional   | Deluxe   |
|--------------|--|---|--|--|--|
|              | <b>\$50 /mo</b><br>Includes<br>1,500 UNITS /mo<br>(1) 10DLC number<br>(1) Toll-Free number<br>1 unit = 1SMS message<br>1 unit = 1 minute call<br><br>✓ No set up fee<br>✓ No contracts<br>✓ Cancel anytime<br>✓ All features included<br>✓ Rollover units<br>✓ TCPA centric<br>✓ 9am-6pm EST support | <b>\$100 /mo</b><br>Includes<br>4,800 UNITS /mo<br>(1) 10DLC number<br>(1) Toll-Free number<br>1 unit = 1SMS message<br>1 unit = 1 minute call<br><br>✓ No set up fee<br>✓ No contracts<br>✓ Cancel anytime<br>✓ All features included<br>✓ Rollover units<br>✓ TCPA centric<br>✓ 9am-6pm EST support | <b>\$200 /mo</b><br>Includes<br>12,000 UNITS /mo<br>(1) 10DLC number<br>(1) Toll-Free number<br>1 unit = 1SMS message<br>1 unit = 1 minute call<br><br>✓ No set up fee<br>✓ No contracts<br>✓ Cancel anytime<br>✓ All features included<br>✓ Rollover units<br>✓ TCPA centric<br>✓ 9am-6pm EST support | <b>\$500 /mo</b><br>Includes<br>34,200 UNITS /mo<br>(1) 10DLC number<br>(1) Toll-Free number<br>1 unit = 1SMS message<br>1 unit = 1 minute call<br><br>✓ No set up fee<br>✓ No contracts<br>✓ Cancel anytime<br>✓ All features included<br>✓ Rollover units<br>✓ TCPA centric<br>✓ 9am-6pm EST support | <b>\$750 /mo</b><br>Includes<br>60,000 UNITS /mo<br>(1) 10DLC number<br>(1) Toll-Free number<br>1 unit = 1SMS message<br>1 unit = 1 minute call<br><br>✓ No set up fee<br>✓ No contracts<br>✓ Cancel anytime<br>✓ All features included<br>✓ Rollover units<br>✓ TCPA centric<br>✓ 9am-6pm EST support |
|              | <a href="#">Start</a>  | <a href="#">Start</a>   | <a href="#">Start</a>  | <a href="#">Start</a>  | <a href="#">Start</a>  |

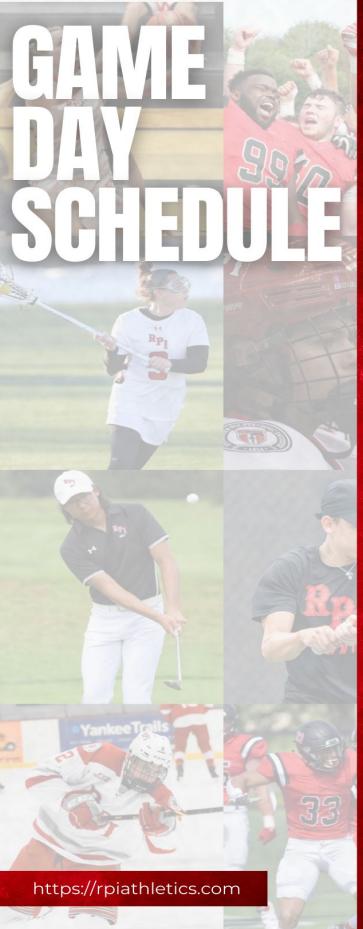
Text-em-all:

The screenshot shows a landing page for "Text-em-all". At the top, there are buttons for "Type of Plan: Pay-As-You-Go", "Monthly", and "Free Trial". Below this, a section asks "How many phone numbers do you want to reach?" with a input field containing "100" and a "numbers" label. To the right is a table titled "PHONE NUMBERS" and "COST PER MONTH" with several rows of data. At the bottom, there is a large "\$0 per month" placeholder and a "Buy Monthly" button.

| PHONE NUMBERS | COST PER MONTH |
|---------------|----------------|
| 801 - 900     | \$165          |
| 901 - 1,000   | \$180          |
| 1,001 - 1,250 | \$225          |
| 1,251 - 1,500 | \$270          |
| 1,501 - 2,000 | \$360          |
| 2,001 - 2,500 | \$450          |
| 2,501+        | Contact Us     |

[Have a group code?](#)

# Weekly Newsletter



## GAME DAY SCHEDULE

<https://rpiathletics.com>

## WEEK OF 4/17 - 4/23

### APRIL 17TH

Easter - NO GAMES

### APRIL 18TH

NO GAMES

### APRIL 19TH

- Baseball @ Middlebury (Canceled)
- Women's Tennis @ Bard (Postponed)

### APRIL 20TH

- Softball vs. Clarkson (3pm)
- Women's Tennis @ Union (4pm)

### APRIL 21ST

NO GAMES

### APRIL 22ND

- Women's Lax @ William Smith (4pm)

### APRIL 23RD

- Golf @ Farmingdale State (10am)

# RPI

Current Weekly:

<https://rpiathletics.com/news/2022/4/18/general-rensselaer-athletics-weekly.aspx>

# “The Polytechnic”

the  
**polytechnic**

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## Sports

### MEN'S TENNIS

#### Van Cothem overrules No. 14 Judges in nail-biting 5-4 decision

An incredible comeback from Emilio Van Cothem '25 finished off the Brandeis Judges for the Engineers' tenth consecutive victory. Along with Van Cothem, Aiden Drover-Mattinen '25 and Abraham Yohannes won their singles matches. Drover-Mattinen was also triumphant in doubles with Peter Lohrbach '22.



# Post Examples:

**GAME DAY** 

LOWER RENWYCK FIELD, TROY N.Y.



THURSDAY, MARCH 31ST, 2022

7:30PM

**GAME DAY** 

DORIS ROBINSON FIELD, TROY N.Y.



SATURDAY, MARCH 26TH, 2022

12:00PM

**GAME DAY** 

ROBISON FIELD AT KARL STEFFEN BALLPARK, TROY N.Y.



SATURDAY, MARCH 26TH, 2022

1:00PM

**GAME DAY** 

ECAV FIELD, TROY N.Y.



SATURDAY, OCTOBER 22ND, 2021

2:00PM

# Post Examples (continued):



# Food Trucks



Flat Fee  $\approx$  \$500 - \$1000

OR

5% - 10% of sales



# Implementation/Delegation

- Athletes
- Work-Study



**THANK YOU!**  
**Questions?**

