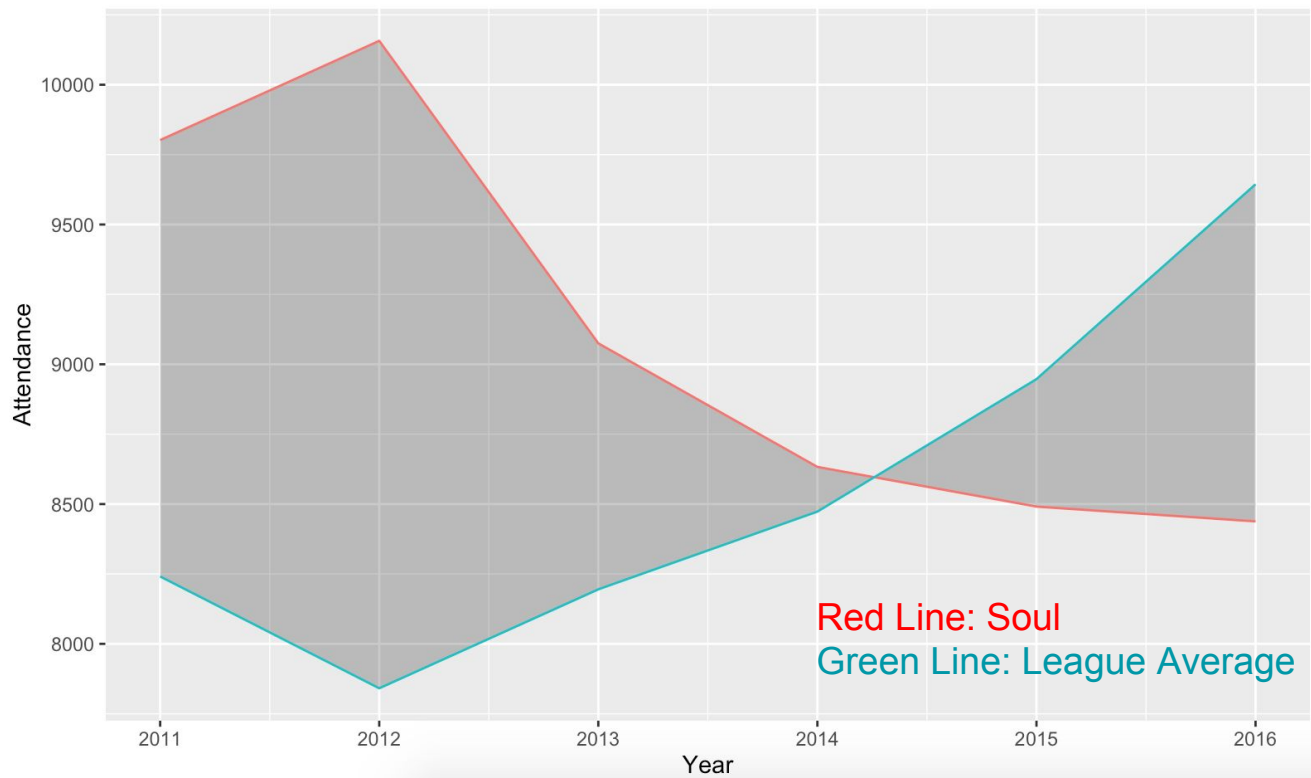


AFL Attendance Analysis

Twitter Stats vs Attendance

Attendance Trends: Soul vs League Average



SOUL's financial

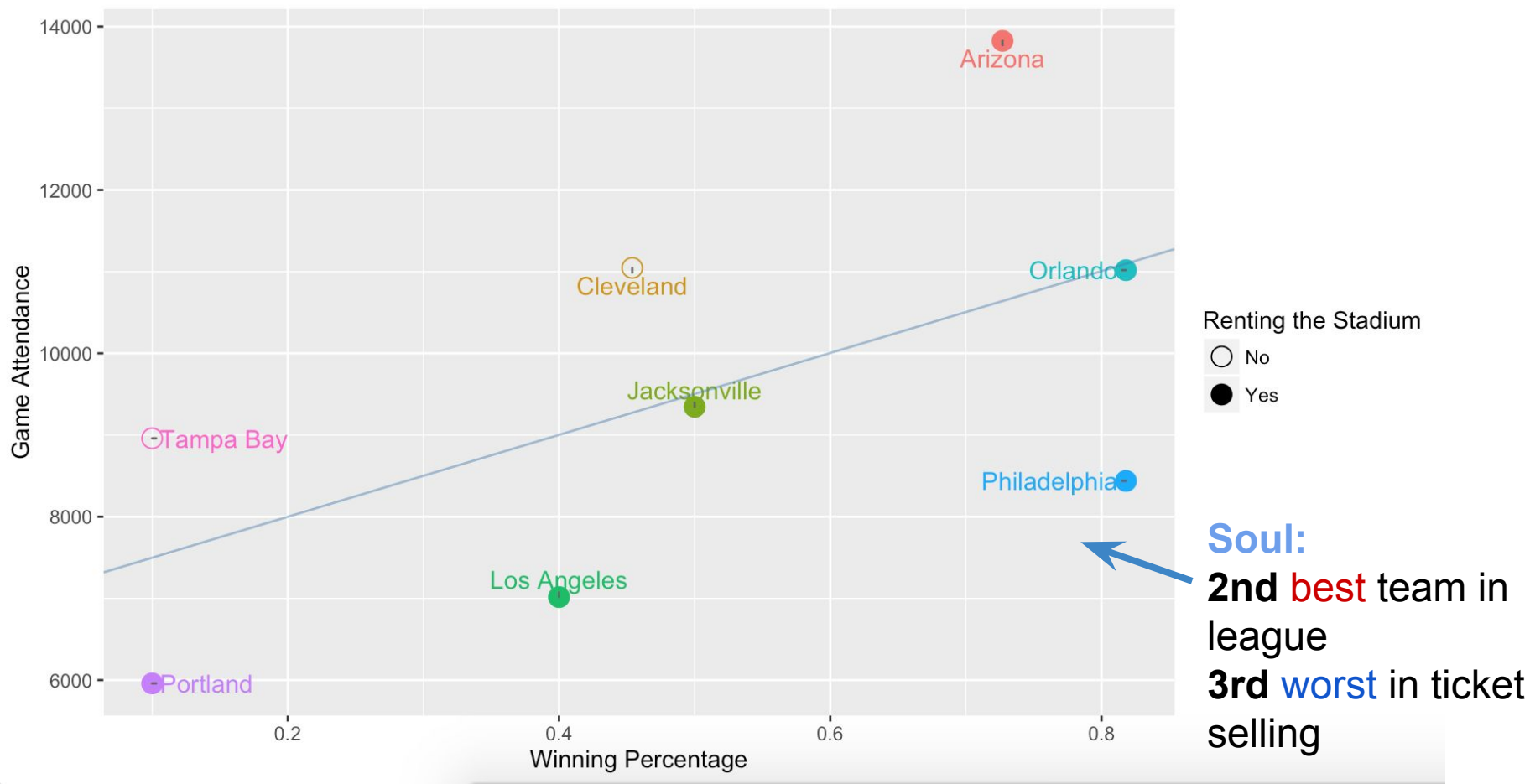
problem:

1. Large spending on stadium rental
2. Small revenue inflow from ticket sales

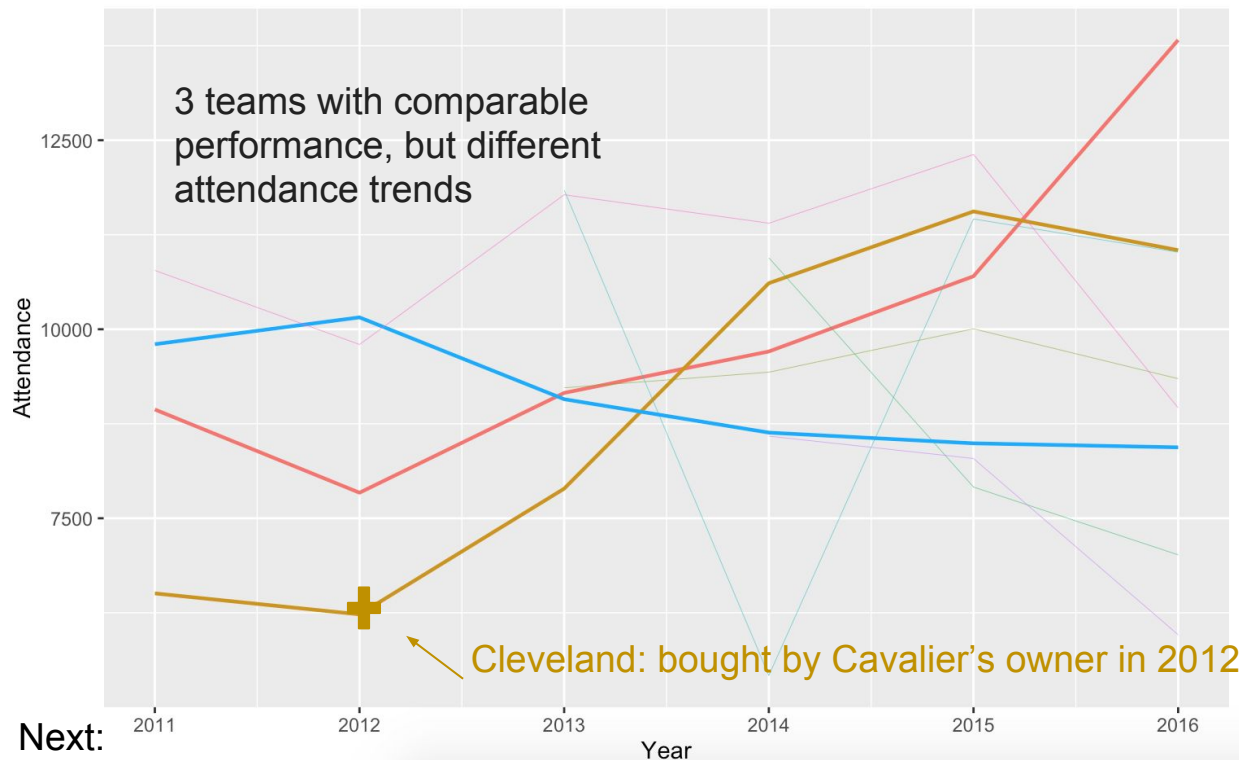
Next:

What causes the decreasing ticket sales and how to improve it

AFL Teams: Performance vs Attendance



Attendance Trends: **Philly**, **Arizona**, and **Cleveland**



Team Stats
(rank by winning%):

Soul

- top 1/2
- Independant

Arizona Rattlers

- top 2/3
- Independant

Cleveland

- Number 4/5
- Own by Cavalier

Ticket sale analysis:
We observe increasing trends in Arizona and Cleveland. However, Soul has decreasing trend

Next:
Rattlers is also indep, but it has way more attendance than SOUL(almost doubled).
Soul should have obtain the same ticket sale performance with Arizona and Cleveland
What cause the difference?

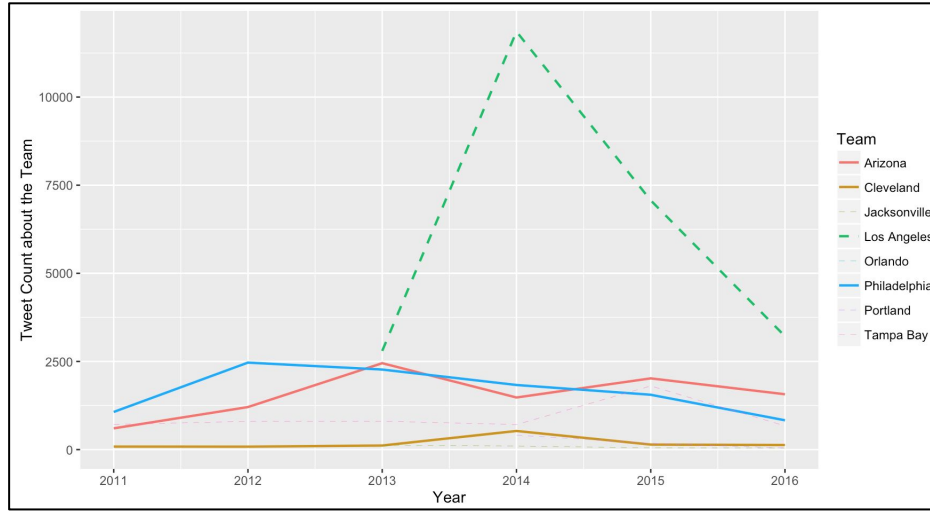
Hypothetical Reasoning for the Differences

Ticket sale is positively correlated with

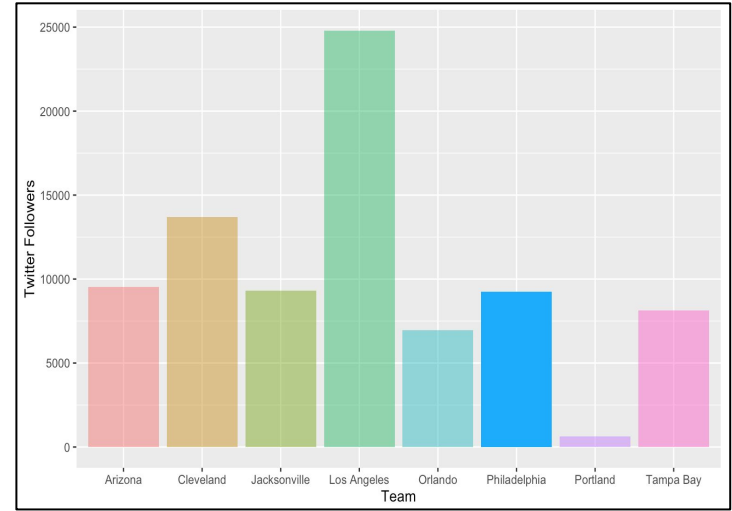
- Number of social following or discussion
- Number of active fan online
- Specific fan base in the area

Social Following and Discussion Comparison

Twitter Discussion Trend



Twitter Follower

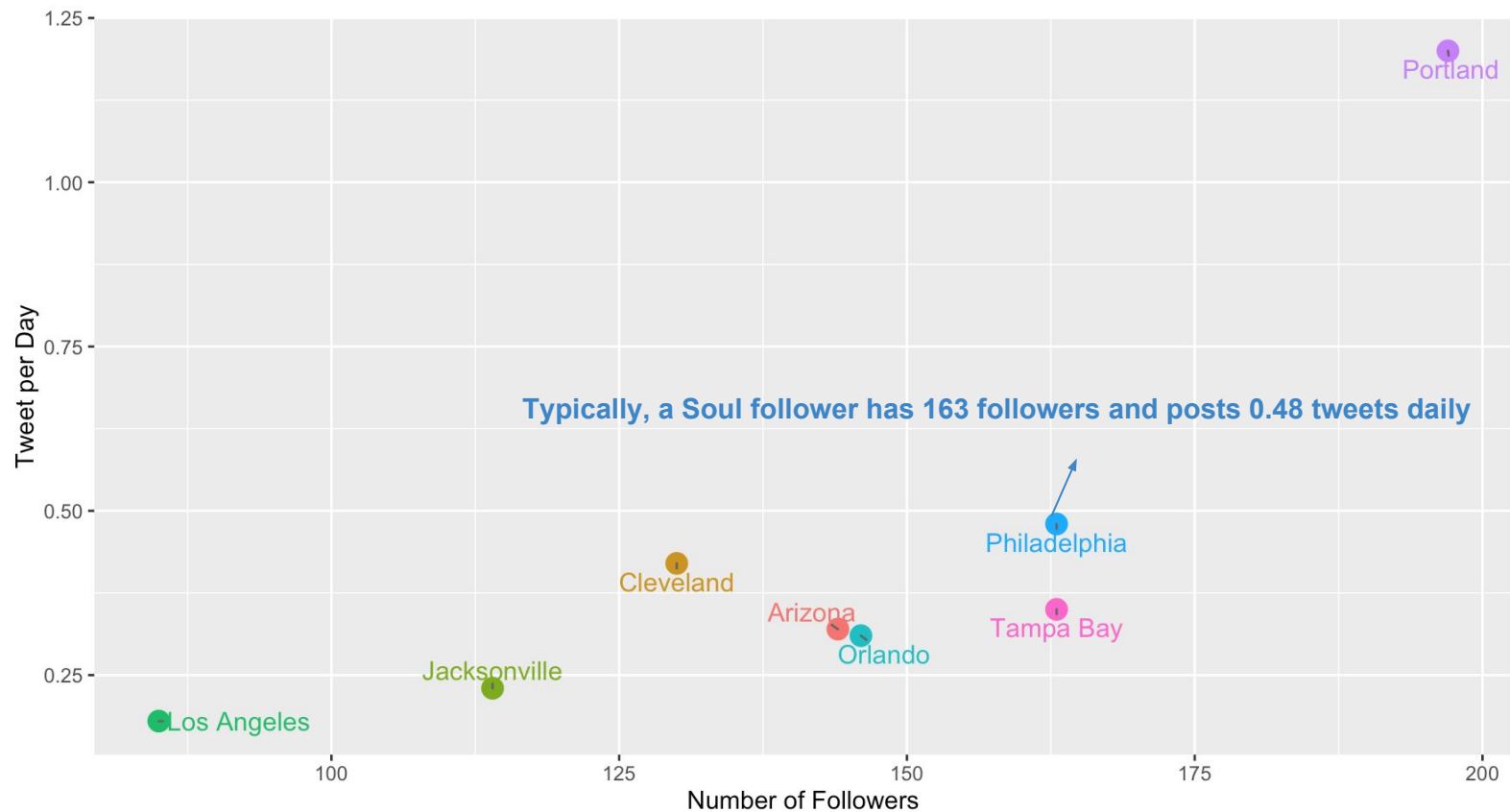


Findings:

- LA Kiss Twitter was created on 2013, and ever since, it is the **most discussed** and obtain the **highest** number of followers online. However, their ticket sale is the second **worst** in the league.
- Soul has almost the same number of twitter followers and discussion with Arizona, but its ticket sale is only half of Arizona's

Conclusion: number of social Following and discussion have no direct impact with ticket sales

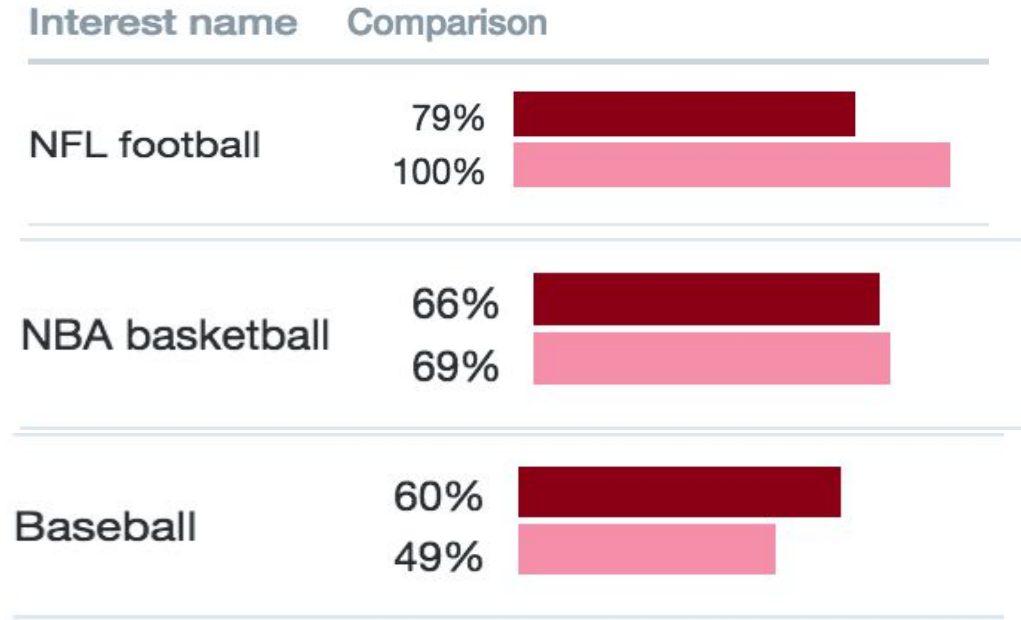
What a typical Soul follower is like: active and influential



Follower demographics: sports fans in general

- They are interested in sports as a whole, and mostly likely are casual fans of AFL.
- In other words, they go to AFL games when tickets are cheap, easy to access, and they know about the game.

Soul's followers vs Football fans on Twitter



SOUL: red
NFL: Pink

Conclusion:

Ticket sale is **not related with**

- Number of social following or discussion
- Number of active fan online
- Specific fan base in the area

So how can we bring them to games?

- More exposure
 - Bundle/partnership with other sports team on promotion & events
- Easier access to tickets
- Attract young fans
- Improve Promotion Strategy

1. Exposure: Cleveland Gladiators

Cleveland Gladiators and Lake Erie Monsters are both owned by Cleveland Cavaliers and managed by the same marketing team. They are frequently promoted together which increased the exposure of Gladiators to a wider sports fan base: community activities, ticket bundles, disc

Monsters & Gladiators Community Fun Run 5K & 1 Mile Walk at Quicken Loans Arena



Sunday March 20th at 9:00 a.m. Benefiting the Monsters and Gladiators Community Fund.

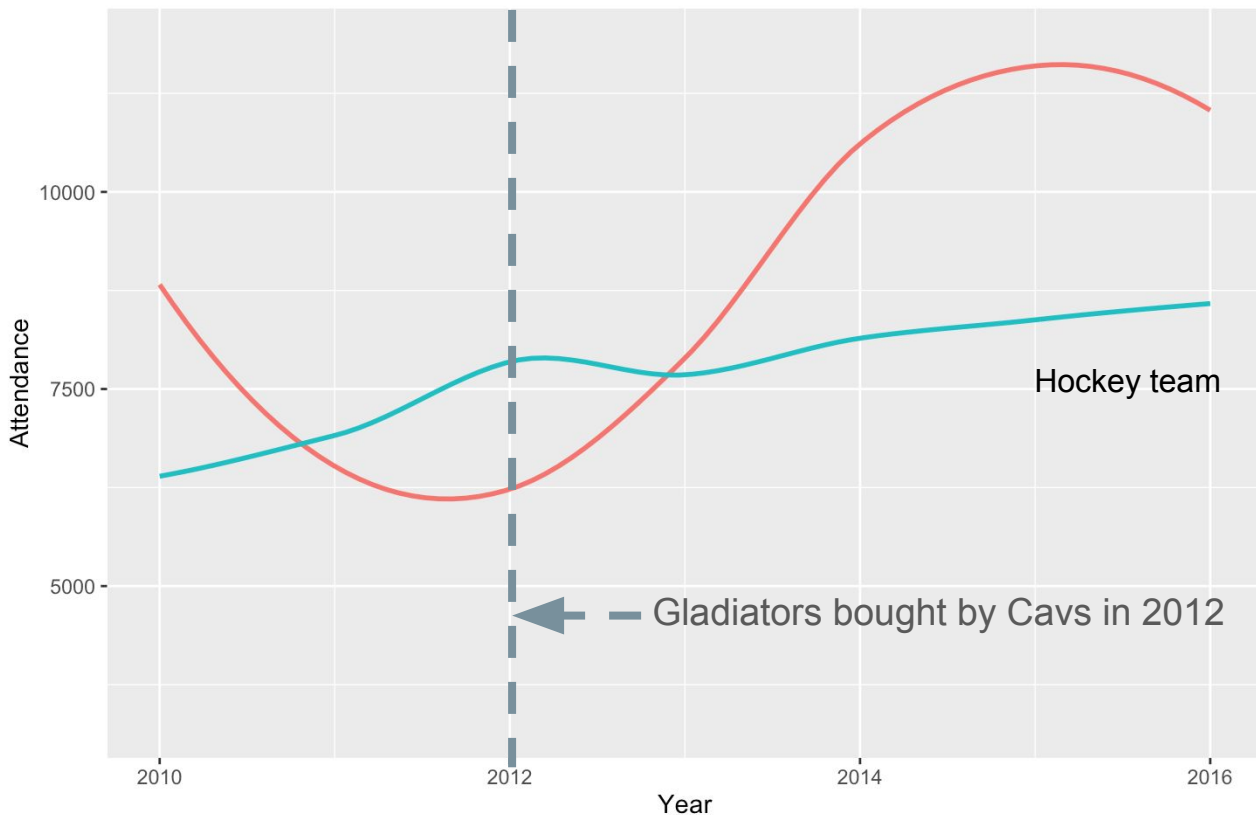
AAA MEMBER DISCOUNTS ON ALL CAVALIERS, MONSTERS, AND GLADIATORS GAMES

BUNDLE IT ALL TOGETHER!

This offer features access to the amazing events below for the low bundled price of ONLY \$25! Save off the single game ticket price and eliminate any ticketing fees by purchasing your Ultimate Q Fan Pack today!

- Cavs vs. Hawks (Round 2, Game 3) WATCH PARTY - Friday, May 6th at 7:00 PM
- Monsters vs. Griffins (Round 2, Game 2) - Saturday, May 7th at 12:00 PM
- Gladiators vs. Jacksonville Sharks - Saturday, May 7th at 7:30 PM
- Cavs vs. Hawks (Round 2, Game 4) WATCH PARTY - Sunday, May 8th at 3:30 PM

Gladiators and Monster attendance trends



Facts:

Gladiators: Purchased by Cavaliers in 2012 and since then attendance increased

Team

Gladiators
Lake Eire Monster

Monster: Founded by Cavaliers in 2010, it has average performance in AHL however it is the top 3 ticket sales among total 30 teams

1. Exposure: Arizona Rattlers

- Marketing partnership with Phoenix Suns since 2014
 - An interactive football game for children in NBA games
 - Video screens and photo showcasing in NBA games
 - A monthly Lucky Row contest where fans of a lucky row will win a Ratters Fan Pack

Phoenix Suns announce partnership with Arizona Rattlers

Wednesday February 19, 2014



9 people recommend this. Be the first of your friends.

www.synack.com/Crowd-Security-Intel

Partnership to include the Gorilla and Friends Greenhouse and Lucky Row giveaway at Suns home games

2. Easier access to tickets

- Change the ticket venue to Ticketmaster
 - Only two AFL teams don't use Ticketmaster, and Soul is one
- Or improve current ticket venues
 - Right now the ticket sale page in our website has a high drop-off rate. We need to decrease it

Google Analytics: Soul's official website traffic

Page	Sessions	% of traffic	Drop-off rate
/index.cfm?go=tickets&show=phil	1.3K	5.40%	100%
/index.cfm?go=tickets&show=season	333	1.43%	94.0%
/index.cfm?go=tickets&show=wellsfargocenter	292	1.25%	98.6%

People clicked on the ticket page and then closed the window

3. Attract young fans (both Cleveland and Arizona has annual youth football camp)

- Young fans will bring their family to the game
- Training camps
- Youth events, on-off field experience

Cleveland

Another factor Ostrowski cited for the **sales spike** is the **Gladiators' increased focus on youth football.**

An on-field summer camp in July had almost 2,000 attendees, and the Gladiators' first youth football camp had more than 200 participants. Kids at the latter event were taught proper tackling techniques, received a Gladiators jersey and had the chance to get the players' autographs.

Cedar Point & Gladiators Special Offer



The Cleveland Gladiators and Cedar Point have teamed up for an incredible night on **Friday, April 29th at 7:00 PM!** All kids 12 and under will receive a **FREE Cedar Point admission ticket** and a **Cleveland Gladiators Youth Football Jersey!**

YOUTH FOOTBALL



BY ALIGNING YOUR YOUTH FOOTBALL PROGRAM WITH THE CLEVELAND GLADIATORS, YOU CAN TAKE YOUR PLAYERS AND TEAMS TO THE NEXT LEVEL!

You will be added to the 2016 priority list which will grant you access to the best games, discounted tickets and the best fan experience packages that the Gladiators have to offer!

FIELD OF DREAMS

Provide the Cleveland Gladiators field time at the Q to your teams and players to run drills, host tournaments or play games! Your players get to experience Cleveland pro football just like the pros!

RECOGNITION

Be recognized, LIVE in game, as an Official Cleveland Gladiators Youth Football Program. Concourse tables are available for teams based on their level of commitment!

RATTLERS KIDS CAMP MARCH 26

Sign your kids up for a free Kids Camp with The Arizona Rattlers. Players and coaches will be on hand to work with the kids on their football skills. The camp will be held at Copper Sky Regional Park from 9:30-10:30 a.m. on Saturday, March 26. The camp is open to kids 8 to 15 years old. [Click here](#) to sign up!

4. Improve Promotion Strategy

examples:

Rattlers has a lot of good selling strategies:

- Season ticket sales: In 2008, promised the team would make the playoffs or season ticket holders would get a full refund. **Increase ticket sales by 44%**
- Branding: accessible, fan-friendly, economical
- Fan community: a good niche fan base in a sports city
 - the one Phoenix team that actually won championships
 - Partnership with Phoenix Suns increases exposure

Owens and Galloway want to brand the Rattlers as the accessible, fan-friendly, economical sports option in town. That includes lower-level season tickets for \$10 per seat, and letting fans on the field at the end of games.

“What 10-year old boy doesn’t want to meet a professional football player?” Owens said.

Tao of Sports Ep. 81 - Joe Windham (President, Arizona Rattlers)

Interview in 2013(Now LA Kiss’ president)

- Interactive and personal fan activities
- Spending more on social media
- Streaming games on mobile
- Build a loyal niche fan base