

2000-01 Men's Basketball Marketing & Promotions

Bring the Noise

MARKETING OBJECTIVES/GOALS

Objectives/Goals

- Develop media plan to promote SDSU basketball games as a quality form of entertainment at a reasonable price. The \$32 mini plan and special gift with purchase of one Aztec basketball per every two season tickets sold (and zoo and Wild Animal Park passes with bigger packages) will be the focus of this year's ad campaign.
- Promote Saturday contests versus UCSD, USD, Arizona State, Oklahoma State, Utah and UNLV.
- Increase student attendance and awareness via on-campus development of ÓMonty's Maniacs.Ó
- Increase group sales
- Focus on the family and youth with Union Tribune Youth and Family Saturday Nights.
- Focus campaign on the "Pass It On" theme.
- Increase average attendance to 5,000
- Achieve a 2500 season ticket base.
- Integrate Clear Channel properties in promoting Aztec Football
- Public Outreach (Adopt a School, Reading Program)

General Marketing Approach

Season Tickets/Mini Plans

Radio

TV

Bus Shelters

Print

Season Ticket Brochure

Posters

Telemarketing

Internet

Individual Games

Radio

TV

Print

Schedule Cards

Group Sales

Internet

Season Tickets/Mini Plans

CONCEPTS

Season ticket renewals

- A value added approach is necessary to give ticket office personnel an incentive to leverage non renewers to change their mind, and to convince potential new season ticket holders of a major benefit available only to season and mini season ticket holders.

For every two season tickets purchased, the season ticket holder will receive one Aztec regulation size street basketball. The cost of this item is \$4.50. We would pursue a corporate sponsor to help defray the cost of this item. Approximate cost \$6750 (1500 basketballs representing 3000 season / mini plans)

NCAA Tournament List

- It is imperative that we take advantage of the database generated from our hosting the first and second round of the NCAA Tournament. Three lists (see below) have been captured, totaling 3700 accounts. Two phases are critical:
 1. Direct Mail
 2. Telemarketing

June

Letter to Aztec VIP's who received tickets	(VIP)
Letter to lottery applicants who received tickets	(LYES)
Letter to lottery applicants who did not receive tickets	(LNO)

Late July

Letter to (LYES) from Steve Fisher

Congratulations on tickets. Your application indicates an interest in college basketball. Join the Aztecs this season, and establish priority for the next NCAA Tournament (avoid the lottery!) Include short bio's on the new players and ticket application. (also include postcard for Family Day with possible entrance to Cox Arena)

Letter to (LNO) from Steve Fisher

Thanks for showing interest for the NCAA Tournament in March. Although you were not selected, there is the opportunity to enjoy exciting college hoops this winter at Cox Arena. Join the Aztecs this season, and establish priority for the next NCAA Tournament (avoid the lottery!) Include short bio's on the new players and ticket application. (also include postcard for Family Day with possible entrance to Cox Arena)

August-October

Make phone contact LYES and LNO list

November 1

Letter to LYES and LNO from Steve Fisher

Still time to purchase season or miniplan (with free basketball) for the upcoming campaign. Regardless, as a token of our appreciation for the interest you showed for college basketball, I'd like you to be our guest at the season opener November 18 when we host UCSD. Bring the letter to the ticket office on game day or the Q in advance for two free tickets.

When season or mini plan tickets are purchased

Letter from Fisher. Thanks for purchase. Here's a certificate for two tickets to the opener November 18. If you can't use them, PASS IT ON.

TICKET PRICING

DONATION AREAS

Level Donation	General Public	Faculty Staff	Aztec Athletic Foundation
Gold	\$204	\$163	\$500
Silver	\$204	\$163	\$250
Purple	\$204	\$163	\$125
Green	\$204	\$163	\$50

ECONOMY ZONES

Level	General Public	Faculty Staff	Youth/Sr/Military
Blue	\$204	\$163	
Orange	\$119	\$ 95	\$68

For every two season tickets purchased, receive one streetball, two World Famous San Diego Zoo or Wild Animal Park passes.

MINI PLANS

Elite 8			
Level	General Public	Faculty Staff	Youth/Sr/Military
Blue	\$112	\$89	
Orange	\$ 64	\$51	\$48

For every two elite 8 tickets purchased, receive one streetball, one World Famous San Diego Zoo or Wild Animal Park pass.

MWC 4 Pack			
Level	General Public	Faculty Staff	Youth/Sr/Military
Blue	\$56	\$45	
Orange	\$32	\$26	\$24

For every two MWC 4 pack tickets purchased, receive one streetball.

PRICING - INDIVIDUAL GAMES

<u>Level</u>	<u>General Public</u>	<u>Fac / Staff / Youth / Sr / Military</u>
Red	\$14	
Green	\$ 8	\$6
Gold (bench)	\$ 8	\$6

Student Tickets

Students individual game tickets are \$1 if obtained the week of the game . Student tickets purchased the day of the game are \$1.

PRICING - GROUPS

Groups of 20 or more	
\$14 area	\$9
\$8 area	\$5

TICKET SALES OUTLETS

Sales outlets for season and individual game tickets will be sold through selected local outlets, including:

- Aztec Ticket Office at Qualcomm Stadium.
- Aztec Center on campus for student
- Cox Arena
- Internet
- Ticket Master Outlets - Individual game tickets only.

Students

MONTY'S MANIACS

In 2000-20001 Monty's Maniacs will extend to include football as well as it's original creation during last years men's and women's basketball season. The purchase of the Monty's package will include a black t-shirt to be worn by students at the games.

- An e-mail database will be gathered through registration to communicate throughout the year with Monty's Maniacs members
- A group incentive of buy 10 get one free will exist for all groups
 - Maniacs will have a special area designated in the front of the student section

Packages

Basketball

\$15

- Ten certificates to use at any Men's Basketball game
- Women's basketball Punchcard
- Monty's Maniacs T-shirt

Combined - Add \$25

- Free Papa John's Pizza
- Free drink coupons
- Football Season Tickets

Sales

- | | |
|---|-----------------------|
| • Academic Orientation (flyer with registration form) | 2000 by late April |
| • Football Operations | late April |
| • Reception | late April |
| Parents Association Orientation (copy April 14) | Mid June & mid July |
| Aztec Parent Discount- 2 free tickets to Basketball | |
| • Parents Association Newsletter (copy 4 weeks prior) | 9/1, 1/1, 4/1 |
| • Welcome Week | late August |
| • Aztec Center | late August |
| • Campus Store | late August |
| • Aztec Center & Campus Store | November (hoops only) |

Banners @ various campus locations to promote game nights

Faculty/Staff

- Letter from Steve Fisher inviting all faculty staff to the opener vs UCSD on November 18.
- Season ticket info to all new faculty staff.

Alumni

Buy One - Get One Free (BOGO) offer in Orange area.

Promoted in the following locations:

- SDSU Magazine
- Season Ticket Brochure
- Alumni Mailing
- Alumni Website

ADVERTISING

The 2000 advertising effort will revolve around the "Pass It On" theme and free basketball offer.

Newspaper	size to be determined
TV	MTV style showing excitement of Aztec basketball
Radio	Creative needs to be developed
Poster	Creative needs to be developed
Bus Shelter	Promote Pass It On 619. 283. SDSU

Media Schedule

One Flight- Last week November / First Week December -Elite Eight

One Flight- Last week December / First Week January -MWC 4 Pack

Concept- Promote Men's Basketball program two weeks prior to the start of the regular season and two weeks in season by highlighting our two mini season ticket plans. This should guarantee a large pre-sale for the following key contests:

December 9	USD
December 16	Arizona State
December 30	Oklahoma State
January 8	*New Mexico
February 10	*Utah
February 12	BYU
February 24	*UNLV
March 1	*Wyoming
*denotes Mountain West Conference 4 Pack	

TELEVISION

Creative

Cox CableRep will again produce the television spots which will use new footage.

Media

Television media time will be primarily on a trade procurement basis. The department will work to ensure quality times. Participating stations include:

• Cox Cable	PRODUCED SPOTS
• KGTV	Season Tickets
• KFMB	Elite 8
• KNSD	MWC 4 Pack
• KUSI	USD / Okla St / N Mexico

- Military Cable
- Time Warner Cable

Utah / UNLV / Colorado St

RADIO

Creative

The radio campaign will center around buy two mini plan tickets, get an Aztec Streetball along with ÒPass It OnÓ. Call 619.283.SDSU.

Media

Media times will be procured based on a trade basis. The following local stations are expected to participate:

- | • Clear Channel | Produced Spots |
|--------------------------|-----------------------|
| KOGO | Same as TV |
| KSDO | |
| XTRA 690 | |
| KPOP | |
| • Califormula | |
| Country 99.3 | |
| Z-90 | |
| Radio Latina | |
| • Infinity | |
| 103.7 The Planet | |
| KYXY | |
| • SETS 102 | |
| • Jefferson Pilot | |
| KSON | |
| Radio Disney | |
| Oldies 94.9 | |
| • KFMB | |

RADIO SPONSORS

- Most men's basketball games
- Radio station promotes selected game through ticket giveaway
- Radio station on site presence at Cox Arena
- Provide music for fun zone area
- KOGO logo will appear on giveaway basketball
- SEE FUN ZONE

PRINT

Creative

The print creative will stress that mini plans start at \$32 in late October and early November. The free basketball offer, and ÒPass It OnÓ will be featured.

Media

Produced Ads

These publications include:

- Eagle Newspapers
- El Sol De San Diego
- Entertainer
- El Latino San Diego
- The Navy Compass
- San Diego Ranch Coast Newspaper Group
- San Diego Daily Transcript
- San Diego Magazine
- SDSU Magazine
- Slamm
- Union Tribune
- ZooNooz

Elite 8

MWC 4 Pack

Other

- Entertainment Guide

THE WEB - goaztecs.com

This is the perfect vehicle to promote to a defined audience of San Diego State Athletic fans. It should be done in the following manner:

- Aztec Athletic Foundation
- Aztec Kids Club
- Corporate sponsor rate card
- Corporate sponsors
- Individual Tickets (General Public, Faculty / Staff)
- Merchandising
- Mini Plans
- Promotions at games
- Season Tickets (General Public, Faculty / Staff)
SHOW THE BASKETBALL!

DATABASE MARKETING/DIRECT MAIL

- Groups
- NCAA Tournament list
- Paciolan purchases
- Ticketmaster purchases
- goaztecs.com visitors (on line contests)

TICKETMASTER

- Direct Mail (to ticketmaster San Diego database)
- Internet contest

AZTEC SHOPS

As part of our alliance with Aztec Shops we will implement:

- Season ticket drive to students in Mid October (See Monty's Maniacs)
- Season ticket holder 10 percent discount

SAN DIEGO ZOOLOGICAL SOCIETY

- November ad to promote mini plan sales
- Season ticket promotion - every season ticket holder would receive zoo pass
- Free Zoo or Wild Animal Park tickets for Kids Club members.

BUS SHELTERS

The billboard campaign will promote "Pass It On", and 619. 283. SDSU. Infinity Outdoor will trade with the Athletic department again this year and will enable us to place approximately fifty posters around the county.

SCHEDULE CARDS AND POSTERS **DISTRIBUTION**

Pocket Schedule Cards - 50,000

Four-color basketball action photo, basketball schedule and ticket information.

Budweiser	2,500
Ticketmaster	5,000
Horton Plaza	2,500
Fashion Valley	2,500
Mission Valley	2,500
UTC	2,500
Plaza Camino Real	2,500
North County Fair	2,500
Aztec Shops	5,000
Ticket Office	10,000
Aztec Center, Info, Cox Arena	5,000
Beach Communities	2,500
Total	45,000

Schedule Poster - 5,000

Four-color "Pass It On" poster with the 2000 basketball schedule, and ticket information. Provided to businesses throughout San Diego for display and used as a giveaway for the UCSD season opener.

Season Ticket Brochures - 20,000

Four-color basketball action photo, schedule and ticket information. Provided to businesses throughout San Diego for distribution to patrons as well as mailed out to current, past and future season ticket holders.

PRE-SEASON EVENT

AZTEC Caravan

October 31, 2000
12:15-1:15
HORTON SQUARE

BBQ for fans
3 on 3 with players
Autograph session with players and Coach Fisher
Ticket giveaway to exhibition game the next night

Needs
AAF staff for BBQ
Schedule Cards
Posters
Sharpies
Basketball set up
Mini Basketballs
Street Balls

DORM CRASHER

Send players to SDSU dorms to give free tickets to the opener vs. UCSD.

SEASON EVENTS

UNION TRIBUNE Youth and Family Nights

- Saturday games vs Arizona St (12/16), Air Force (1/20), Utah (2/10), UNLV (2/24)
- \$36 for 4 hot dogs, 4 cokes, 4 tickets in \$8 area
- Ad in U.T. promoting event
- Check presentation to mutually agreeable charity

Kids Free Holidays

- November 18-January 4
- Free Youth Ticket with each purchase of an \$8 adult ticket
- Promoted by Clearchannel stations

OTHER DISCOUNTS

- WAM promotion through Union Tribune
- Entertainment Guide Discount
- Alumni Discount \$8 tix for \$6

AZTEC FUN ZONE

- Different radio stations promote and provide music.
- Interactive games, balloon makers, face painters
- Radio stations and Aztecs will work to get vendors for sampling and information handouts.

GAME DAY ATMOSPHERE

- Get player footage to hype up crowd for use on scoreboard. It would be best to tape these at a practice in October.
- Update movie clips
- Update CD library
- Update band selections
- Click effects

OTHER PROGRAMS

Fisher On Campus

- Friday lunches @ West Commons
- Speaking to Fraternities / Sororities / Residence Halls / campus groups

Fisher's Friends

A season ticket program creating tickets that our donated to youth organizations.

AZTEC INSIDER

Meeting the Saturday after national letter of intent day (February 10) consisting of football and basketball season ticket holders and Aztec Athletic Foundation members.

The meeting would coincide with a Baseball and Men's Basketball (Utah) contest. Speakers include, the Football Coach, Athletic Director and Basketball Coach.

SPEAKING ENGAGEMENTS

In an effort to get our message out to the community, coaches and players are encouraged to attend scheduled speaking engagements throughout the year.

INTERNSHIP PROGRAM

Three interns will be used in the following areas:

- Aztec Kids Club
- Distribution of collateral materials
- Student attendance
- Promotions
- Entertainment
- Hispanic marketing

AZTEC Kids Club

Children 14 & under

\$10 Membership includes:

- Aztec Kids Club T-shirt
- Aztec Athletic schedule cards
- One Coupon for Admission to any 2000 MWC home football game
- One Coupon for Admission to any 2000-01 women's home basketball game
- One Coupon for Admission to any 2000-01 men's home basketball games
- Basketball Skills Clinic, Autograph and Jam Session with Aztec Coaches and Players in October (possible)
- 20% discount coupon for Aztec merchandise at Aztec Store & More and Aztec Book Store.
- Special talk with basketball coach Steve Fisher prior to a men's home game (possible)
- Special talk with basketball coach Barb Smith prior to a women's home game
- Photo session with Monty Montezuma (possible)
- Free Zoo or Wild Animal Park pass

Promotion

- All football and basketball games
- Season ticket mailing
- Mailings from group sales. Any time there is a group sale, it will include brochures from the Kids Club.

PROMOTION NIGHTS

WEDNESDAY November 21 Norfolk State 7 PM

Season Opener /University Night/Poster Night/Kids Free Night

Faculty, Staff, their families and friends admitted free when they show
faculty / staff ID. Limit 6 free tickets per ID.

All children receive Aztec Basketball Poster

Post-game autograph session

Kids free when accompanied by an adult. Valid in \$8 area.

Promotion vehicle: voice mail, direct mail
Print, TV and Radio (Poster Night)
Radio (Kids Free Night)

Additional KIDS FREE NIGHTS 7 PM

November 27	Tuesday	UCSD
December 23	Sunday	Eastern Washington
December 27	Thursday	Northridge
December 29	Saturday	Columbia
January 2	Wednesday	IU-Fort Wayne
January 5	Saturday	TBD

Promotion vehicle: Radio, schedule cards

SATURDAY December 8 Fresno State 7 PM

Schedule Magnet Night

UT Youth and Family Night

All children will receive Men's Basketball Schedule Magnet.

Radio Sponsor: XTRA Sports 690

One week promotion in Union Tribune for
4 tickets, 4 hot dogs, 4 Cokes, 4 discount tickets to Sea World
for \$48 in \$10 areas

Radio: TBA

Print: Union Tribune

SATURDAY January 20 Air Force 7 PM
U.T. Youth and Family Night
Recycle Night
Take a Kid to The Game

One week promotion in Union Tribune for
4 tickets, 4 hot dogs, 4 Cokes, for \$36 in \$8 areas

Bring 12 cans for recycling, get Buy One Get One Free admission.
Also register to win \$400 lawn mower

Elise Olson 858-492-5074

For every adult \$8 ticket purchased, one youth admitted free.

Radio: TBA
Print: Union Tribune

SATURDAY February 10 Utah 7 PM
U.T. Youth and Family Night/ Cup Night/ Aztec Insider

One week promotion in Union Tribune for
4 tickets, 4 hot dogs, 4 Cokes, for \$36 in \$8 areas

Aztec Cup with sponsor logos (UT, Radio, Budweiser)

Aztec Insider will precede game with a pre game bbq sponsored by AAF.
Insider Info from Rick Bay, Steve Fisher, Ted Tollner and Barb Smith.
May include baseball and or softball game

Print: Union Tribune
Direct mail for Insider to all AAF members and season ticket holders of all sports.

Radio Station: TBD

SATURDAY February 24 UNLV 7 PM

U.T. Youth and Family Night

Rally Towel Night

One week promotion in Union Tribune for
4 tickets, 4 hot dogs, 4 Cokes, for \$36 in \$8 areas

Free Rally Towel to the first 5000 fans

Print: Union Tribune

Radio: KOGO

SATURDAY March 3 Colorado St 8:30 PM

Senior Night

Seniors recognized pre game. Senior Citizens offered \$8 tickets for \$3.

Radio sponsor: KPOP

Halftime

Dance Troupes
Charger Girls
Youth Basketball

Timeouts

Click effects Dance Team
Cheer and Band
Video Commercials

Season Long Promotions

Russell 3 Point Toss
MWC T-shirt toss
Interactive Shoe
Half Court Sport Court
Papa Johns
Rubio's / Alumni Blimp
America West Destination Shot
Allstate Cellular Fan of the Game
LVCVA Shootout
DZ Akins Loudmouth of the Game
Miller Trivia
Barona Tuition Toss

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