

## **SECTION #2**

### **BEING A CHAMPION IN THE COMMUNITY**

## Promoting our Franchise & the sport of indoor football



At the indoor/arena level it is extremely important that we are ambassadors of both our franchise and the sport as a whole. This is a separate element from the advertising budget and strategy of the franchise. These are the everyday actions that will serve to foster and grow our fan base. It is my contention that we must take every opportunity to educate the public on our team and the great sport of indoor/arena football. This will expose more individuals to indoor football and increase our brand awareness in our market.

There are many ways in which we can serve as ambassadors of our franchise. I believe that all of these elements can be successfully implemented in each market. Our players and coaches understand at this level that their participation in these activities are required for our success off the field. This will grow our brand by exposing more people to our game in a positive and professional manner, and will allow our franchise to achieve increased attendance and sponsorship opportunities.

We must take advantage of every opportunity to get our franchise into the public eye. There are two key elements that factor into the promotion of our franchise. Both are equally important and it is imperative that we strive to be champions both on and off the field each year. Teams wisely spend their marketing dollars in an effort to sell season and individual game tickets and sponsorships. The best promotion for a franchise often occurs in the following two areas which come at little or no cost to our teams operating budget:

### **Opportunities to Share our Vision**

- Community Involvement- being an ambassador of our team and sport each day.
- Media Relations- dealing with the media in a professional manner to increase exposure and awareness.

## Community Involvement “Create a Sense of Ownership by our Fan-base”

### 1. **Daily interaction with the Community**

Understand that you are always representing our franchise. Take every opportunity to talk to the general public about the indoor game and encourage them to attend. Members of the community will recognize you or see your team apparel and want to talk with you about the sport. Take every opportunity to leave a positive lasting impression with everyone you have an opportunity to meet in the public forum.

### 2. **Scheduled community and civic events**

We will take part in a variety of community and civic events. Speaking engagements and civic activities will create a tremendous forum to spread information about our franchise.

### 3. **Local community prep and youth athletics**

Our athletes and coaches will have an opportunity to be involved with local prep and youth organizations. It is critical that we take every effort to give back to the community and support local sports organizations in the community.

### 4. **Interaction with our Corporate Sponsors and prospective Sponsors**

Corporate Sponsorship plays a major role in the operating budget of our team. Our players and coaches must understand that we are representing our sponsors and each game is a vehicle to attract potential future sponsors. We must honor all commitments to our sponsors and carry ourselves in a professional manner at all times.

### 5. **Interaction with fans on game day and at post game autograph session**

The most unique element of indoor/arena football is the interaction that we enjoy with our fans. This element is what drives fans and families to attend our games each week. We must take every opportunity to interact with our fans in a positive manner on game day and put a great show on the field. A key element of our fan-friendly game is the on-field post game autograph session. All players and coaches must attend this session and sign autographs and pose for pictures with fans until the conclusion of the session. Take every opportunity to personally say “thank you” to as many fans as you have an opportunity to interact with.

## **6. Team Fan Club Events and Activities**

Team Fan Clubs are often a group of the most dedicated die-hard group of fans of our franchise. These individuals will organize events and provide services and functions for our players and staff. It is important that we attend these events, cookouts, pre-game autograph sessions, charity events, and always represent our franchise in a professional manner at all times. As with our post-game autograph sessions, these events give us an opportunity to personally interact and thank our fans for their support.

## **7. Youth Camps and School Visits**

We will operate a Youth Clinic each year where our players and coaches will instruct the youth players on individual football skills and fundamentals. Each child who attends the clinic will receive a free ticket to an upcoming game. This is a tremendous way to give back to the community and to develop and foster youth sports in our community, while exposing them to the indoor/arena game.

It is important that we work with local school districts to set up assemblies for our players and coaches to visit and promote our franchise. Our players have read to elementary schools and conducted drug free and anti-violence in the middle and high school systems. It is important that in addition to promoting our team that we provide a positive message to the youth of our community.

