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**Your Ticket to be a Major Player in the Minor Leagues
Lake County Captains – 2008 season**

Situation

Captains rank top ten in attendance
Good success in bringing in fans over the past four seasons
1.6 million fans in four seasons within 25-minute radius

Audience #1

Baseball fans - major and minor league
Young professionals
College students
Cool Cleveland e-newsletters subscribers
20/30 club members

Audience #2

Baseball fans – major and minor league
Young athletes
Youth baseball leagues
Youth baseball league coaches

Objectives

Make contacts with organizations
Make list of organizations within target audiences outside 25-minute radius
Motivate young professionals to attend games based on promotions (Audience #1)
Motivate young athletes and coaches to attend games based on events (Audience #2)
Establish contacts with members of both target audiences

Strategies (Audience #1)

Personal Contacts: T.L. Champion, Marketing Director – CoolCleveland.com; Kim Wysocki, Communication Director – 20/30 Club; Dave Stack, Director/Founder – pluggedincleveland.com; Brock Richards, Director of Promotions & Entertainment – Lake County Captains.
Coordinate young professional event (possibly with ballpark's \$1 beer, \$1 hotdog night)

Strategies (Audience #2)

Be a Captain for the Day - See your team name in lights - get young athletes to attend games

Key Messages/Themes

Theme: Your ticket to be a Major player in the Minor Leagues
Mini-Captain

Persuasive Themes

Fun, pleasure, save money, give money, save effort (convenience), safety/security, satisfy appetite,

pride

Tactics (Audience #1)

Utilize free event planning website: pluggedincleveland.com
Utilize free event planning website: upcoming.org
Feature release to coolcleveland.com e-mail newsletter
Release to 20/30 club members and non-members e-mail list
Utilize 20/30 club members online event calendar
Free placement on myspace webpage of Rockin' Cleveland bus tours
Free placement/bulletins on myspace webpage of Cleveland groups
Utilize free e-blast to email subscribers to Lake County Captains event updates
Release to Friday! section of Plain Dealer (paid/unpaid advertising?)
Release/promotion and link on Rockin' Cleveland's website
Beer sponsor for event (with \$1 beer night) - product placement on busses?
Release info to Indians.com updates/news subscribers via email
Advertise Captains event on billboard/scoreboard at Indians home games
Advertise on college campus bulletin boards -- flyers, etc.
E-blasts to college mailbags (ex: Campus Mail Bag from CSU)

Tactics (Audience #2)

Contact youth baseball league coaches outside 25-minute radius of ballpark
Visit games and practices of youth leagues to promote Captains
Present specialized promotion kit to league coaches
Specialized promotion kit to include: information about Captains, game schedule, and price brochure
Set up information sign-up table in ballpark

Evaluation (Audience #1)

Track dissemination of releases and materials
Track "open" hits to e-blasts
Track links to Captains website from e-blasts
Track sign-up from Rockin' Cleveland site
Track myspace "page views"
Track phone calls to ticket info number from scoreboard/billboard ads
Track requests from Captains website
Track liquor sales on \$1 beer night events and compare to non-\$1 beer night game nights

Evaluation (Audience #2)

Track dissemination of releases and materials
Track "open" hits to e-blasts
Track links to Captains website from e-blasts
Track phone calls to ticket info number from scoreboard/billboard ads
Track requests from Captains website
Track team sign-up from community leagues
Track sign-ups at ballpark
Track essay contest entrants

