

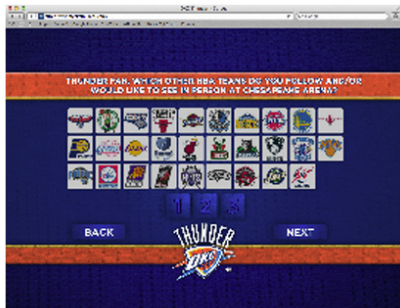
# 6 BEST SALES AND REVENUE GENERATING PROGRAMS OF THE YEAR

## Channel 1 Media Sees Big Results with Interactive Fan Survey



**Objective:** The Oklahoma City Thunder tasked Channel 1 Media with finding a way to reduce the amount of incomplete client information in their CRM.

**Program:** With the objective in mind, Channel 1 Media created a simple, interactive online survey in order to complete information in the Thunders database. Thus, the Interactive Fan Survey was born. The online questionnaire included topics such as what kind of fan are you, who are your favorite opponents, and what other types of entertainment are you interested in. This not only gave fans the opportunity to interact in a fun, easy way, but also gave the Thunder key information into their preferences and consumer behavior. With the success of the program (below) Channel 1 Media has had the opportunity to duplicate the survey for numerous teams since its inception.



**Results:** Due to outstanding results, the Interactive Fan Survey has been dubbed one of the most successful informational gathering forums ever! Throughout the campaign, 34,634 fully completed surveys made their way into the Thunder database with over 7,000 surveys deriving from mobile devices. Even greater than that, 15,628 surveys came from formerly unknown Thunder fans, giving OKC the opportunity to tap into a previously unidentified market. The Thunder brought in \$107,000 in new revenues from these newfound fans and the program saw an ROI of 8:1.

## San Francisco Giants Contribute to Sell Out Streak with "Dynamite" Campaign

**DYNAMITE**  
A Fundraiser for youtube Phenom, Keenan Cahill.  
Brian Wilson and Cody Ross have partnered with Youtube phenom, Keenan Cahill, on this special evening.  
**WED. MAY 25, 7:15PM** GIANTS VS [Opponent]  
**PACKAGE INCLUDES:**  
• Ticket to Giants-Marines Game  
• The Giants will play various video clips on the board that night, including the "DYNAMITE" music video with Brian Wilson and Cody Ross  
• Proceeds to assist the Keenan Cahill Fund, raising money for the Maroteux-Lamy Syndrome  
• Limited Cody Ross "DOSH" t-shirt also included in package as well.  
Market pricing applies to all tickets.  
Rates can fluctuate based on factors affecting supply and demand.  
LOCK IN YOUR PRICE AND LOCATION TODAY!

**Objective:** The Giants were looking to produce a unique viral video in order to promote their brand through an unorthodox platform, gain new, non-traditional sports fans and sell tickets for a challenging game during their 2011-2012 season.



**Program:** The San Francisco Giants produced a music video to be featured during their home games as well as online. With hopes of the video going viral, the Giants partnered with YouTube phenomenon Keenan Cahill and featured numerous players from their 2011 World Series team. Simultaneously, they also created a ticket offer that they dubbed the "Dynamite" deal. The offer featured tickets to a late May game that the Giants typically had difficulty selling out in past years. Proceeds

from tickets sold to this game went to Keenan's cause, raising money to help him in his struggle with Maroteux-Lamy Syndrome. In using both the video and special event nature of the game, the Giants looked to sell enough tickets to continue their sell out streak.

**Results:** To date, the Giants viral video has gained over 3,000,000 total views. The club was able to sell out their proposed game, keeping their sell out streak alive. Finally, with the proceeds from the "Dynamite" offer, they were also able donate \$10,000 to Keenan Cahill's cause fund.



## Maple Leaf Sports + Entertainment Brings Dove Men+Care Center Rink



MAPLE LEAF SPORTS + ENTERTAINMENT

*Objective:* Leverage Canada's love for hockey into increased social media share as well as increased sales for Dove Men + Care.



*Program:* Maple Leaf Sports + Entertainment (MLSE) created a campaign to integrate Dove Men+Care line of products with Canada's passion for hockey, and particularly their passion for the long-standing rivalry between the Toronto Maple Leafs and Montreal Canadiens. The marketing program included two NHL legends Wendel Clark and Guy Carbonneau and centered on the "Made for Men" Challenge. Through traditional and digital media as well as in-arena marketing, the two ex-NHLers went head to head in a series of challenges to see who

would man up more. Fans across Canada were invited to watch them compete in a series of vignettes and vote on who would rise to the challenge more.



*Results:* The "Made for Men" Challenge was a huge success throughout Canada. Fans were engaged by the team and player rivalries that the Challenge was based around. The campaign helped Dove Men+Care increase their market share by 72% versus the same time a year prior. Along with that, they were also able to steal share aware from their competitors in the social space by increasing their own by over 1,500%.

## Charlotte Motor Speedway Gets a Taste of Target with the Help of Aquarius Sports & Entertainment



*Objective:* Develop a NASCAR at-track activation platform designed to generate awareness for Target's new fresh grocery displaces and Target-Owned grocery brands among race fans.

*Program:* In order to foster an authentic connection between NASCAR, Target and grocery, Aquarius Sports & Entertainment was brought in to develop a platform that educated and informed guests about Target grocery through trial of Archer Farms and Market Pantry brands. They used three sets of mobile vehicles to capture attention throughout 10 major campgrounds at Charlotte Motor Speedway. Each vehicle provided fans with different brand exposure such as tasting stations, shuttles with surprises including target gift cards and merchandise and Target race carts for additional fan engagement. Aquarius also utilized check-in packet letters, social and digital media campaigns, coupons, recipe cards, fliers and campground makeovers to creatively reach fans on dynamic levels throughout the race week.



*Results:* Area Targets saw same-store sales of over 25% versus the same two week period as the year prior. Along with that, awareness of Target grocery offerings among NASCAR fans who camped or attended the races doubled, versus awareness of non-attendees. In total, the Target Taste Ambassadors touched approximately 33,000 campers and more than 100,000 race attendees and distributed over 150,000 samples, coupons and menu cards throughout the event.



## USA Swimming Teams Up with the Omaha Sports Commission and Bailey Lauerman

**OMAHA SPORTS**  
COMMISSION



*Objective:* Coming off a successful 2008 U.S. Olympic Team Trials for Swimming, the Omaha Sports Commission along with Bailey Lauerman set out to exceed the 2008 attendance and revenue figures for the 2012 Trials while further enhancing the popularity of the sport of swimming.

*Program:* The three partnering organizations came together to collaborate on the production of the 2012 U.S. Olympic Team Trials for Swimming in Omaha, NE. To outlive the 2008 success, they were tasked with generating more than \$4 million in ticket revenue and clocking an attendance higher than 160,067 fans all while on a promotional budget of \$250,000. The three partners used the celebrity status of USA's top Olympic swimmers, such as Michael Phelps, Ryan Lochte, Dara Torres and Missy Franklin, to entice swimming enthusiasts to join them in Omaha. This provided great excitement and hype as attendees would be a part of the history in crowning the 2012 American Olympic Swimming team. Bailey Lauerman promoted that this event was not just for a swimming fan, but for all sports buffs. They rallied the surrounding communities within a 200-mile radius and secured strategic media partnerships to get the word out.



*Results:* The organizing trio was successful in their efforts to outdo the 2008 event. The 2012 event generated a great deal for the city of Omaha, including 23,000 hotel room nights and over \$35 million in overall economic impact. USA Swimming was extremely pleased when the 2012 ticket sales exceeded 2008 sales by nearly 25 percent, 1,800 swimmers qualified to compete and a new attendance record was set at 167,049.

## MLS National Sales Center Becomes a Successful Training Program



*Objective:* To improve the performance of the sales force across Major League Soccer's 19 clubs.

*Program:* In July 2010, the MLS committed to invest in a state-of-the-art sales training facility. The National Sales Center (NSC) was developed as a year-long program, lead by sports industry veterans, to teach and reinforce the fundamentals of ticket sales in all selling environments over a 30-120 day period. Trainees sell a wide variety of ticketing products for all MLS clubs and receive access to leads from the clubs. The sales culture includes improve comedy classes, cutting edge evaluation tools and placement directly to the clubs. After initial success, the MLS has created additional programs that support veteran sales professionals and management.



*Results:* The National Sales Center has seen a placement rate of 90% with four NSC alums having been promoted to management positions within 14 months of graduation. NSC alums perform at a higher rate than local hires and are being retained 20% longer than their cohorts. Ticket revenue generated by trainees for MLS

clubs grew 62% in 2012, all contributing to the MLS having the highest average attendance in its history.

For more information about the 2014 SAMMY Award competition, please contact: Erin Mooney at [erin@sports-forum.com](mailto:erin@sports-forum.com) or 619-469-4101 x 205 or visit us online at [sports-forum.com](http://sports-forum.com)