

Sports Marketing Campaign Event

MetLife Stadium

Monarch High School DECA Chapter

Monarch High School

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DECA Written Event Statement of Assurances, 2012

Research and report writing are important elements of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained by those engaging in research and report writing. To reinforce the importance of these standards, all written entries in DECA's Competitive Events Program **must** submit this statement as part of the entry. The statement **must** be signed by the DECA member(s) and the chapter advisor.

I understand the following requirements are set forth by DECA Inc. for all Competitive Event entries containing a written component. These requirements are additional to the general rules and regulations published by DECA Inc. By signing this statement, I certify that all are true and accurate as they relate to this entry.

1. The contents of this entry are the results of my work or, in the case of a team project, the work of current members of this DECA chapter.
2. No part of this entry has previously been entered in competition.
3. This entry has not been submitted in another DECA Competitive Event.
4. Credit for all secondary research has been given to the original author through the project's bibliography, footnotes or endnotes.
5. All activities or original research procedures described in this entry are accurate depictions of my efforts or, in the case of team projects, the efforts of my team.
6. All activities or original research described in this entry took place during this school year or the timeline specified in the Event Guidelines.
7. I understand that DECA has the right to publish all or part of this entry. Should DECA elect to publish the entire entry, I will receive an honorarium from DECA. Chapters or individuals with extenuating circumstances may appeal the right to publish the entry to the executive committee of the board of directors prior to submission of the project for competition.

This statement of assurances must be signed by all participants and the chapter advisor, and submitted with the entry, or the entry will be given 15 penalty points.

Christina Crooks
Participant's Signature

Madison Proz
Participant's Signature

Participant's Signature

Christina Crooks, Madison Proz
Print/Type Participant Name(s)

Sports Marketing / Monarch HS / Florida
Competitive Event Name/School/State

To the best of my knowledge, I verify that the above statements are true and that the student's (students') work does not constitute plagiarism.

Greg Kennedy@browardschools.com
Chapter Advisor's Name

Greg Kennedy
Chapter Advisor's Email

Hole punch and place in front of the written entry. Do not count as a page.

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I. Executive Summary

The MetLife Stadium, formally known as The Giants Stadium, was rebuilt in January, 2010. It is now home to NFL's New York Giants and New York Jets. This stadium is located in East Rutherford, New Jersey; the middle of the tri-state area. Not only does the MetLife Stadium provide for each football team but also hosts other events such as soccer games, concerts, and college football. Being a \$1.6 billion investment, we are confident it will provide great service as well as an increase in sales. The MetLife Stadium will be hosting the Super Bowl XL VIII in 2012, the first ever in the Metropolitan area of New York City.

Our objectives for this campaign are to increase corporation accommodations for skybox guests and increase ticket and apparel sales for the stadium. In addition, we will promote our loyalty programs and make the advertising on social media networks more effective. We are using many different special events all throughout our campaign. These events consist of our online Loyalty Marketing Program, factory packs, price reduction/sales, private sales, etc. We will promote for all of our specials and upcoming events by using several different advertising options. These include the New Jersey Transit, digital billboard advertising, online advertising on Google, and radio advertising on Z100. In order to successfully advertise our campaign, we must maintain a budget. Advertising on the New Jersey Transit comes out to \$650 total, digital billboard advertising costs \$8000, online advertising costs \$1,200 per month, and radio advertising costs \$10,800. This leaves us with a grand total of \$20,650 in our budget.

In order to keep this promotion plan in order and steady we will assign different jobs to individuals that qualify. These positions include a general manager, sales manager, marketing department, information technology department, food and beverage, and sales associates. In doing this, we will hire those that will be responsible for meeting all of the criteria and expectations of the campaign. We will contribute new ideas and provide a steady, ongoing image in order to reach a greater amount of cliental and bring forward the stadium recognition as well.

New benefits for the company as well as the clients have been issued due to the set up of our promotion plan. These benefits include increased ticket sales, which also include season tickets, increased profit from commissions, increased online sales, an increased social media, positive feedback from our promotion, and continuous sales throughout all games. A follow up during and after the promotion will be used. This means that we will provide a customer friendly survey which tells us exactly your opinion on what is effective and not effective about our campaign. Without a doubt, we guarantee full success and full satisfaction in our MetLife Stadium promotion.

II. Description of Company:

Located in the New York City Metropolitan Area, the brand “new” **MetLife Stadium** is a branch of the MetLife Sports Complex in East Rutherford, New Jersey. This stadium is adjacent to that of the former Giants Stadium. The old Giants Stadium was home to the New York Giants from 1976 until December 2009. It was also home to the Jets from 1984 until January 2010. This stadium is the only NFL stadium that is shared amongst two different teams, the New York Jets and the New York Giants.

This Stadium is owned by the New Jersey Sports and Exposition Authority, “on paper”, however, these two amazing teams, together, built the stadium using private funds. At first, it opened as the New Meadowlands Stadium on April 20, 2010. The first event that had been feature there was the Big City Classic lacrosse. Thereafter, in 2011, an insurance company by the name of MetLife took over the naming rights of the stadium. This stadium is known to be the most expensive NFL stadium ever built. It is also the largest stadium in the NFL in terms of seating capacity.

The MetLife Stadium is located directly in the middle of the country’s media market. This Stadium has been designed to become the home of the New York Jets and Giants. In addition, it has also been created to host many different marquee events. These events can range from various areas. For example, international broadcasted concerts, storied college football games, and international soccer. This MetLife stadium is considered to be convenient for anything of the sort.

Being that the MetLife stadium is a \$1.6 billion investment as well as an important piece of history, it will provide many services and meet ones standards to the

fullest degree. Not surprisingly, this stadium has been given the privilege to host the Super Bowl XL VIII in the upcoming year 2012. This happens to be the first a Super Bowl will be played in the Metropolitan area of New York City.

III. Objectives of Campaign:

1. Increase corporation accommodations for skybox guests.
2. Increase the sales for the New York Giants by 8% in the month of November.
3. Renovate food areas and kiosks
4. Promote a well known **loyalty marketing program**
 - a. Online, Stadium kiosks, Stadium main store.
5. Promote social media for upcoming Giant events and games
 - a. Facebook, Twitter, etc.

IV. Schedule of Events

A. Special Events

1. **Online Loyalty Marketing Program-** As you walk into the stadium, there is over ten booths on each side where you can sign up to become a Giant's VIP member. By doing this, we will obtain customers' emails and address for special discounts/savings. These discounts/savings will include discounts on kiosks, souvenir shops, and special seating. Some examples of these include 10% off your purchase of \$50 or more in the souvenir shop. Also, after buying a ticket to an upcoming Giant's game, you may receive \$25 off your next purchase.
2. **Factory Packs-** Factory packs are given to those who visit and purchase anything of \$50 or more in the Reebok store. With these factory packs, customers will get the chance to win free gift cards for newly renovated food areas and kiosks for customers

who make a purchase of \$75 or more. This includes any type of food, drink, or snack of their choice.

- 3. Price Reductions/Sales-** As we know, skybox seating isn't the cheapest of all. However, with the new re-model we hope to give everyone the opportunity to experience a great time. With these price reductions/sales we will provide a 10% discount for customers indulging in skybox seating. There will be promotions going on during games at the MetLife Stadium that way customers see the opportunity that is being granted to them.
- 4. Drawing for NY Giants NFL Stadium-** At the stadium, online, or even through purchases at your local Reebok stores, you will be able to sign up and win 2 free tickets to upcoming New York Giants NFL game against the Miami Dolphins. This will give an equal chance for anyone Giant fan to receive tickets to one of these games. There will also be a random drawing for 10 customers that purchase any New York Giant Reebok apparel, to win a chance to meet Eli Manning, Hakeem Nicks, Jason Paul-Pierre, Brandon Jacobs and Victor Cruz, including personal signed autographs from each of them.
- 5. Social Media-** Customers that register on Facebook or Twitter will receive a \$15.00 savings on their next purchase to an upcoming Giant's game. These customers will have to join our Giants fan page on Facebook or Twitter. This information will include customers' e-mail, address, and or phone number. After joining, you will automatically have the chance to receive your \$15 savings through e-mail or mail with the address given when signed up for fan page.

6. **Private Sale-** Customers with company New York Giants American Express credit card will receive company special sales of 15% off Giants apparel from Reebok and 10% all meals purchased at food stands during all attended games.

7. **Promotional Tie-ins-** Companies that tie-in with the New York Giants are Reebok, Verizon, American Express and a few others. As you walk into the stadium there are Verizon booths that sell phone plans and such, but also involve the Giants into your Verizon purchase but giving you a Giants blanket or a Giants sweatshirt.

B. Advertising

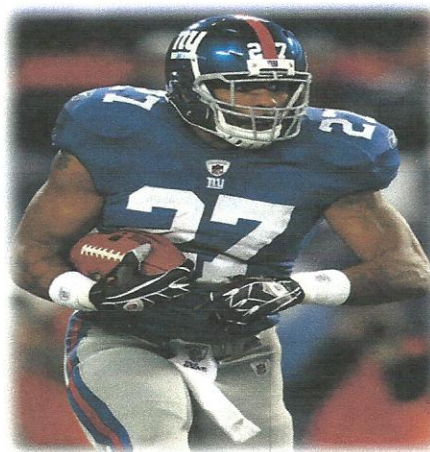
Advertising Media	Date	Location and/ or description
1. New Jersey Transit	Thursday, Dec 1st thru 14th	We hope to attract tourists from different areas as well as new fans from all over New York.
2. Digital Billboard Advertising	Sunday, Nov. 20th thru Saturday, Dec. 17th (4 weeks)	Directly in front of the Jacob K. Javits Convention Center in New York City. The Convention center is located directly in the middle of both locals and tourists from all around.
3. Online Advertising on Google	Tuesday, Nov. 1st thru Wednesday, Nov. 30th	By advertising on Google, people from all over the world will be able to view our campaign and sign up to participate in any events listed.
4. Z100 Radio Advertising	Week of Dec. 1st. To be aired 12 times during the week.	Our target market (Generation Y) listens to this hip hop/ pop radio station. This will give the younger generation a chance to participate in all sales and events.

C. Display

The display throughout the stadium is honestly awesome and you can easily recognize the time and effort put into the display and digital technology; whether it's the jumbo-tron screens at each corner of the stadium or the display outside the stadium at its four main entrances for MetLife, Anheuser-Busch, Verizon, and Pepsi, which are the facility's four cornerstone sponsors. The display and lighting come from three LED displays that can be found throughout the world, and this company is known for providing and producing more than 70% of all LED displays in the New York City's Times Square. There are also televisions throughout the stadium that always play the game and show a scoreboard, pleasing the fans that can't get enough of the game.

D. Publicity

On November 15, 2011 there will be a chance to meet and greet with a few of the New York Giants players such as Eli Manning, Hakeem Nicks, Jason Pierre-Paul, Brandon Jacobs and Victor Cruz. This will also include personally signed autographs. The meet and greet will be airing on ESPN, beginning at 2:00 p.m. (Eastern Time). In addition, the Giants cheerleaders will be taking pictures with autograph signing as well.



V. Responsibility Sheet

Employee Title	Duties & Responsibilities
1. General Manager	<ul style="list-style-type: none"> Will oversee all aspects of our Promotion.
2. Sales Manager	<ul style="list-style-type: none"> Will be in charge of all sales throughout the stadium such as the Reebok New York Giants Store and side kiosks.
3. Marketing Department	<ul style="list-style-type: none"> Will be in charge of all marketing promotions i.e., Online Loyalty Marketing Program, Factory Packs, Drawings & Raffles, and all Social Media advertisements.
4. Information Technology Department	<ul style="list-style-type: none"> Will be in charge of all television set ups, lights, cameras, and computers. All technical jobs are taken care by this Department.
5. Food & Beverage	<ul style="list-style-type: none"> Will be in charge of all food and beverage kiosks/stands, and bars. I.e., Philly Cheese Steak stand, BBQ stand, Guinness beer stand.
6. Sales Associates	<ul style="list-style-type: none"> Will be in charge of all sales in regards to all souvenir shops, kiosks and souvenir stands.

VI. Budget

Budget	Cost
<p>New Jersey Transit- The New Jersey Transit is a public transportation system used to provide a safe, reliable, and cost-effective way to link the major points in New Jersey, New York, and Philadelphia. This transit covers an area of 5,325 square miles. The New Jersey Transit provides almost 223 million passenger trips each year. In addition, it provides publicly funded transit programs for people with disabilities, senior citizens, and individuals living in the state's rural areas with no means of transportation.</p>	<ul style="list-style-type: none"> King Size Display- 30' H x 144' W \$50 application fee \$300 per week \$300 x 2 + \$50 = \$650
<p>Digital Billboard Advertising- Directly in front of the Jacob K. Javits Convention Center in New York City, digital advertising is used to promote different,</p>	<ul style="list-style-type: none"> \$8,000 (1 flip on both sides for 4 weeks)

events, companies, and productions. This Convention Center is located right where traffic is extremely diverse between both locals and tourists from all over the world.	
Online Advertising- Google is the most used search engine worldwide. Google advertising is an ideal and effective way to bring more and more individuals to our website and attract more customers as well.	<ul style="list-style-type: none"> • PPC= Pay Per Click • 600 PPC= \$1,200 per month fee
Radio Advertising- With radio advertising on Z100, many people will get the chance to listen to the latest updates involving the MetLife Stadium. By doing this, we hope to draw in more customers, therefore, increasing our sales.	<ul style="list-style-type: none"> • Mid-day drive time 10:00 am- 3:00 pm • 60- second ad spot for peak air times: \$900 • \$900 x 12= \$10,800
Total:	<ul style="list-style-type: none"> • 20,650

VII. Statements of Benefits to the Company

With the new MetLife Stadium promotion plan, we are responsible for meeting all objectives and expectations of the campaign. By incorporating New ideas, major savings and a uniform image we hope to build a greater cliental and improve the MetLife Stadium recognition as well. There are many new benefits for the company as well as the clients due to the new ideas brought out for this promotion. To make sure that this campaign starts and ends effectively we will also promote a customer survey which tells us exactly what our clients think is effective or not. The benefits included in running this campaign include:

- **Increased ticket sales (including season tickets)**
- **Increased profit from commissions**
- **Increased online sales**
- **An increased social media**
- **Positive and continuous feedback from promotion**

- **Continuous sales throughout all games**

We believe that this campaign will be successful in all aspects and will continue to do so.

In addition, we are more than sure that the MetLife Stadium will enjoy running our campaign and will be fully satisfied with our results.

VIII. Bibliography

1. Mr. Kennedy/ Monarch DECA Advisor- Helpful tips and suggestions throughout the project.
2. Marketing Essentials textbook-
3. www.metlifestadium.com- Information regarding the MetLife stadium and all of its history.
4. www.njtranst.com- Information regarding the operations of the New Jersey Transit and its origins.
5. www.titan360.com- Helpful information on advertising for the New Jersey Transit.
6. www.google.com- Information on advertising online at Google.com
7. www.z100.com- Information for advertising on New York's z100 hip hop radio station.
8. www.javitscenter.com- Information regarding advertising on the digital billboard located directly in front of the Jacob K. Javits Convention Center.