Boise Blizzards Sports Marketing Plan
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Executive Summary

To Whom It May Concern:

The Boise Blizzards are a new and exciting minor league hockey franchise that are looking to make and break records in the arena of minor league hockey! The Blizzards are affiliated with the Dallas Stars of the NHL and are seeking to offer a unique hockey experience to all who experience the thrill of Blizzard Hockey.

The Blizzards are located in downtown Boise, Idaho and play in the existing QWest Arena. The Blizzards have reached a comfortable agreement with the arena and are looking forward to partnering with QWest for years to come. The arena is perfect for the atmosphere that the Blizzards are seeking to create and with a few technological upgrades, the Blizzards will be the envy of most professional franchises.

You may ask Why Boise? And our response is Why Not Boise?! Idaho is located in the heart of hockey country and Boise is the pulse of Idaho hockey. With over 165 teams playing hockey in the state of Idaho, and 75 playing in Boise, we couldn’t help but give Boise some serious consideration. And after extensive research we liked what we found. The statistics clearly denote that Idaho is a state on the rise and Boise is following suit. We are thrilled to call Boise our new home and are excited about the possibilities in our future.

The Blizzards seek to offer a state of the art hockey experience at minor league prices and that is what we intend to do. We have examined our competition and found areas where we can improve and we will capitalize in these areas. One such area of great importance to our organization is technology. We recognize the fast paced world we live in and how technology is crucial to our existence, thus we are implementing state of the art technology into our hockey experience. Our goal is to be the best of the best and we seek to deliver.

We do realize that our economy is in a slight downturn and we have taken many financial precautions to ensure the long-term future of the Blizzard organization. After consulting our financial advisors and developing a financial plan, the Blizzards have developed a yearly budget of $4,127,000 and we feel that we will be able to exceed this
in our yearly revenues. The Blizzards are a financially sound organization and we do not fear for the financial success of our team. We will succeed.

The Boise Blizzards are an exciting and adventurous organization and are thrilled with the limitless possibilities that the future holds for us. We seek the benefit of the fans and ensure that each game will be an experience to remember for a lifetime!

Sincerely,

[Signature]

Robert E. Camilleri
Boise Blizzards General Manager
Boise Blizzards

Mission Statement
The Boise Blizzards are committed to delivering a personalized and unique hockey experience to each and every fan. We desire to bring a state of the art hockey experience to the fans in such a way as to captivate and create a team atmosphere in the arena and well beyond. It is our goal to provide a professional atmosphere at minor league prices and create an experience that fans will remember for a lifetime.

Core Product
The core product of the Boise Blizzard organization is a hockey experience like none other. It is the combination of the players, the game, the arena, a professional atmosphere as well as the interactive technology.

Product Extensions
Concessions
- Beer, Popcorn, Hot Dogs, Nachos…

Merchandise
- Sweaters, caps, t-shirts…

Parking Tickets
- Online Ticket Sales, Season Tickets, Family Plans…

Programs/ Printed Material
- Advertising Slots, Brochures…

Luxury/Corporate Seating
- Season Box Sales, One-Time Events…
Population Demographics

Location
Boise City, Idaho
233 S. Capitol Blvd.
Boise, ID 83702

Boise City
2000 Population Boise: 185,787
2006 Population Boise: 198,638
2011 Projection: 218,978
2000-2006 Population Change %: +1.9%
2006-2011 Population Change %: +9.2%

(Hockey Player Population)
Population by Age 5-19 2000: 39,822 (21.5%)
Population by Age 5-19 2006: 38,737 (19.6%)
Population by Age 5-19 2011: 41,727 (19.1%)

(Ticket Buyer Population)
Population by Age 20-44 2000: 75,951 (41%)
Population by Age 20-44 2006: 77,621 (39.2%)
Population by Age 20-44 2011: 84,493 (38.5%)

Idaho
2000 Population Idaho: 1,293,953
2006 Population Idaho: 1,466,465
2000-2006 population Change %: +13.3%

Ethnicity Statistics
White 2000: 171,204 (92.2%)
White 2006: 180,141 (91.1%)
White 2011: 197,777 (90.3%)
African American 2000: 1,437 (0.8%)
African American 2006: 1,880 (1%)
African American 2011: 2,271 (1%)
Hispanic or Latino 2000: 8,418 (4.5%)
Hispanic or Latino 2006: 10,746 (5.4%)
Hispanic or Latino 2011: 13,561 (6.2%)

Sex Statistics:
Male: 92,014 (49.5%)
Female: 93,773 (50.4%)
Population Demographic Graphs

Boise Idaho Population Growth

Boise Hockey Player Population (Ages 5-19)
Ticket Buyer Population (Ages 20-44)

Population

Year

2000

2006

2011

70,000

72,000

74,000

76,000

78,000

80,000

82,000

84,000

86,000
Population Demographics

After an extensive search process, the Blizzards franchise has decided to make Boise, Idaho their permanent home. We have taken a close look at what we feel to be the most important demographic areas for a professional hockey franchise. We feel that the three most important population statistics are overall population of Boise, hockey player population and ticket buyer population. We have recorded the statistics from the years 2000, 2006 and also the projected estimates for the year 2011. The Boise population increased by nearly 2 percent between 2000 and 2006 and is projected to increase by nearly 10 percent before 2011. The hockey player population decreased slightly between 2000 and 2006 but is projected to increase by 7.2 percent. The population statistic that we find the most intriguing is the ticket buyer population, which is projected to increase by nearly 10,000 between 2000 and 2011. The Blizzard organization feels that these positive population statistics show well for the city of Boise and their fan support, but we also took a look at the entire state of Idaho to see if the state population statistics follow suit. And to our surprise, we have found that between 2000 and 2006 the Idaho population increased by more than 13 percent and is projected to continue to rise. These population statistics are very positive and we are seeking to partner with this all American city. We have also researched both ethnicity as well as sex demographics and have found that the majority of the Boise population is white, which mirrors the NHL statistic of over 95 percent of the players are white. We found that the population of Boise is almost nearly split down the middle in regards to men and women. This may scare some organizations, but the Blizzards recognize the increasing role of women in professional sport and we embrace and accept it. In conclusion, we believe that Boise is a perfect location for our organization and have the demographics to prove it.
Economic Climate

- State with the nation's fastest-growing economy (2000-2006)
- Idaho's economy has clicked in every sector: farming, technology, tourism, construction, and service industries. Big business has thrived, and small entrepreneurs have, too.
- The state has a 2.4% jobless rate, the lowest in the nation, and has added jobs every year since 1987.
- Computer-related manufacturing has been the fastest-growing sector in the state's economy over the last decade.
- Idaho's population grew 13.3% from 2000 to 2006 to 1,466,465. That's twice the national growth rate.
- Computer chips, potato chips, tourism.
- Median Family Income per year: $58,489
- Amount Spent on Vacation/Leisure Activities per year: $7,040

The Blizzards have also taken into consideration the economic climate of Boise, Idaho. We have decided that Boise is ripe for a professional franchise and will help the organization thrive. There were many deciding factors that led the organization to select Boise as our home, but there were a few that really sold us. Idaho has had the fastest growing economy in the country since the year 2000 and as a result the job growth has been over 12 percent (2000-2005.) The population of Idaho also had a population increase of 13 percent between 2000 and 2006, which is twice the national growth rate! We also have figured that the average amount of money spent on either vacation or leisure activities per year is over $7,000 a year. The Blizzard organization feels that the economic climate of Boise is just right for our franchise and we are eager to begin working with the people of Boise and the state of Idaho.
**Product Demand Trends**

- The IAHA is affiliated with USA Hockey and is the governing authority for all amateur hockey in the State of Idaho. There are currently (2004/2005) 2,655 players and coaches on over 165 teams playing hockey in Idaho. The players range from age 6 (Mites) to adult.
- *Idaho IceWorld*, located in Boise City, currently supports 36 youth hockey teams and 39 adult hockey teams throughout various leagues.
- As residents of this community, both the Blizzards front office and the players themselves love Idaho. In face, year after year more Blizzard players decide to make Idaho their permanent home. Perhaps it’s because of Boise’s bustling downtown scene or Idaho’s breath-taking natural beauty. Maybe it’s because of the thousands of friendly fans who welcome them to this neck of the woods.

**Professional Boise Sport Teams**

- Boise State Broncos (NCAA Division I) (Aug-Jun)
- Idaho Stampede NBA Developmental Team (1997) (Nov-Apr)
- Boise Burn AFL2 (2007) (Mar-Jul)

The Blizzard organization feels that Boise, Idaho is one of the few untapped hockey towns left in the United States. We feel that we have found a gem of a city and we believe that hockey is perfect for the fans of Boise. Boise is currently home to four major sporting teams and the Blizzards would be the fifth in the city. Some organizations may be weary about adding another team to the
mix, but we feel confident that the Blizzards will quickly establish a wide fan base and establish a successful franchise. It is widely know that hockey is the most popular sport in Idaho and it is all based out of Boise. The hockey in Idaho is affiliated with USA Hockey and there are currently over 36 youth hockey teams and 39 adult teams based out of Boise. We feel that hockey is the perfect medium for professional sports in Boise and can easily see the franchise taking off. Boise is ready to become the next big hockey town and the Blizzards are going to unleash the avalanche.
Technology Trends

ChoiceSeat Technology: Touch-screen, broadband, multimedia software services for stadium seat installation. ChoiceSeat features a variety of information services such as instant replays, remote camera video of the game or live event, ecommerce, statistics and analysis, with more to come.

Online Ticket/Merchandise Purchases: Consumers can purchase tickets as well as other merchandise online. Consumers can then have their tickets mailed to their place of residence or can pick them up at the “will call” booth at the arena. This technology creates an ease of ticket purchase for the consumer and as a result helps increase ticket sales for the organization. Consumers can also buy merchandise from the online store and either have it mailed or pick it up at the team store. Again, this is for the benefit of the consumer and to aid in their overall experience.

The Fan Text Messaging System: The Boise Blizzard organization as well as Qwest Arena has partnered with In Stadium Solutions. They are a privately held company with a marketing and technical team that has several years of experience in text message marketing and mobile phone content solutions. Their mission is to provide highly innovative text message solutions in a very cost effective manner. We can fulfill even the most demanding requests in a timely fashion. Some examples are, but are not limited to, Fan Security, After Game Marketing, Interactive Games and Contests as well as Traffic and Weather Alerts.

Twitter: A social networking and micro-blogging service that enables its users to send and read other users' updates known as tweets. Tweets are text-based posts of up to 140 characters in length. Updates are displayed on the user's profile page and delivered to other users who have signed up to receive them. Athletes can use this in order to keep the fans connected to their team and favorite athletes and coaches.
SWOT Analysis

SWOT Idaho Stampede (NBA Developmental Team)
Ticket Prices: 7, 12, 15, 20

Strengths:
• Direct connection with the NBA, at any time players can be called up to play with an NBA Franchise.
• Local players draw local fans and support. The current team has two Boise State graduates on it.

Weaknesses:
• 07-08 Average Attendance: 2873
• Lack of continuity among players, due to the movement of players some may only be in town for a short period. As a result it is difficult to establish a consistent team.
• Play in same arena as Blizzards and Burn and seasons conflict slightly
• Poor Ticket Purchasing Web Site, very difficult to use and too poorly constructed.

Opportunities:
• Idaho has no professional sporting franchises, so any team that enters will be at the highest level in the state and therefore fans will regard it as professional instead of semiprofessional.
• The other states in the Northwestern part of the country are also lacking in professional sporting franchises, and as a result the teams that they attract are also seen as professional. Creating a competitive atmosphere and developing an attractive appeal for the existing franchises.

Threats:
• Boise State Basketball (NCAA Division I)
• Boise Blizzards (ECHL)
• Ski resorts as well as movie theatres and other forms of family entertainment.
**SWOT Analysis (Boise Burn AFL2)**

**Ticket Prices:** 15, 17, 18, 20, 23, 28, 32, 50

**Strengths:**
- Local Boise State football players, draw hometown fans, friends, and family.
- Fast paced, high intensity, highflying action
- Games are played on weekends therefore allowing for maximum fan attendance
- Average Game Attendance 07-08 4,925 in top 50% percentile

**Weaknesses:**
- Poor Ticket Purchasing Web Site, very difficult to use and to is poorly constructed.
- High ticket prices
- Lack of player involvement in the community and the ability of fans to relate to football players
- New expansion team, therefore are not well established and have difficulty building a reputation and fan base

**Opportunities:**
- Local Boise State football players, draw hometown fans, friends, and family.
- An opportunity to tap into the “Extreme Fan Base.” While it is still football, arena football is much more of an extreme sport and thus draws upon a wider target market and gives organizations the opportunity to bring more fans in.
- New expansion team and have the potential to develop a wide fan base and great clientele.

**Threats:**
- The downturn in the economy and the cancelation of the 2009-2010 AFL season.
- Boise Blizzards (ECHL)
- Idaho Stampede (NBA Developmental League)
- Movie theatres, golf courses and hiking as well as other forms of family entertainment.
SWOT Analysis Boise Blizzards (ECHL)

Tickets: 15, 20, 25, 28, 32

Strengths:
- Hockey is the most popular team/youth sport in the state of Idaho
- Professional atmosphere at minor league prices
- Development of a new and fan friendly web site that connects the players with the fan base
- Interactive Sporting Technology

Weakness:
- New franchise with new ownership from out of town
- Sharing the Qwest arena with both the Idaho Stampede as well as Boise Burn
- Limited budget and funds

Opportunities:
- A new face in Boise Idaho sporting scene
- Consumers are interested in the concept of semiprofessional hockey
- Partnerships with the Idaho High School Activities Association in order to bring State Hockey Championships to Qwest arena and partner with the Blizzards

Threats:
- Idaho Stampede (NBADL)
- Boise Burn (AFL2)
- Ski resorts, golf courses, movie theatres and hiking as well as other forms of family entertainment.
- Downturn in the Economy
Consumer Buyer Information

(Ticket Buyer Population)
Population by Age 20-44 2000: 75,951 (41%)
Population by Age 20-44 2006: 77,621 (39.2%)
Population by Age 20-44 2011: 84,493 (38.5%)

Sex Statistics:
Male: 92,014 (49.5%)
Female: 93,773 (50.4%)

Family Statistics 2007:
Households with Family: 46,493
Households with Children: 25,499
Median Income Per Family: $58,489
Family Purchasing Power: $64,133
Monetary Difference: $5,644

Household Income:
Median Household Income 2007: $42,432
Average Household Income 2007: $74,609

Median Household Income 2000: $42,856
Median Household Income 2006: $53,539
Median Household Income 2011: $64,433

Average Household Income 2000: $55,884
Average Household Income 2006: $71,790
Average Household Income 2011: $89,886

Buyer Readiness

Existing Competition in Greater Boise Region

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<table>
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<tr>
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<tbody>
<tr>
<td>Movie theaters (within 15 miles)</td>
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<td>Restaurants (within 15 miles)</td>
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<td>Bars (within 15 miles)</td>
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<td>Public golf courses (within 30 miles)</td>
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<tr>
<td>Ski resorts (within 100 miles)</td>
<td>6</td>
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<tr>
<td>Professional Sport Franchises (within 30 miles)</td>
<td>4</td>
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Consumer Buyer Information
And
Buyer Readiness

In this report we will examine whether or not the citizens of Boise, Idaho are willing to support the Boise Blizzards, both financially as well as enthusiastically. We can see that the Median Family Income in 2007 was $58,489 and the purchasing power was totaled at $64,133. As a result there is a positive difference of $5,644 that the family can spend. It is our goal as a franchise to see how possible it is for our organization to draw a portion of that discretionary income into our organization. If we conclude that it is feasible, then we should continue with our plans for the franchise.

We know that Boise was able to support the Idaho Steelheads Hockey Team until the team was dismantled. Thus it is looking positive that the Blizzards should be able to maintain a strong hockey franchise.

We also can see that both the median as well as the average income has increased substantially from 2000 until 2007 and is projected to continue to rise through 2011. Thus we learn that individuals will continue to have discretionary income that we, as an organization, feel that we can compete for and win a portion of it from the 46,493 Families living in Boise.

We also see the existing entertainment sources that service the citizens of Boise, and we feel that our product is quite unique and will have a strong enough draw. We cannot be certain of this, but we know how many individuals compete in various forms of hockey in the Boise region and we have hypothesized that we should be able to win support.
**Marketing Objectives**

The Blizzards are a unique organization with a very unique opportunity in Boise. We are a new organization, which is exciting as well as challenging, but at the same time we are moving into the spot that the Idaho Steelheads vacated. As a result, we have unique expectations that a brand new organization would not seek to accomplish. We realize that we will be different than the Steelhead organization, but we will still seek to develop and deliver a professional hockey experience that is unparalleled in the ECHL.

- Average Attendance: 5,000 fans per game
- Season Tickets: 2,800 ticket holders per season
- Increase Attendance by 5% in the next 2 seasons
- Increase Merchandise sales by 10% over the 2009-2010 season
- Send a team representative to every major amateur hockey tournament in the Northwestern states
- 10 player appearances throughout the season
- 18 Promotion Nights

**Market Penetration:** Sell tickets to existing hockey fans as well as the families of hockey players.

**Market Expansion:** Expand the Blizzard fan base through the use of positive public relations as well as promotions both at games and in the greater Boise region.

**Product Development:** The Blizzards will seek to further develop their hockey product through the use of promotions and public relations. We will bring both the players to the fans as well as allow the fans to interact with the players. Meet and greets as well as community events and fund raisers will help.
**Diversification**: The Blizzards seek to have the best technology available and through their partnerships with technology companies they will be the prime example of a state of the art arena. The Blizzards would hold trade shows as well as conferences and give tours of the arena in order to help benefit the technology companies that have partnered with the Blizzards.

**Time Frame**

**April**: Front Office Meetings, Season Evaluations, Finalize 08-09 Season  
**May**: Brain Storm for Marketing Ideas, Begin Season Ticket Sales Campaign  
**June**: NHL Draft, Seek Sponsorships and Partners, Season Tickets  
**July**: Sponsorships, Season Tickets, Beginning of New Fiscal Year, Arena Improvements  
**August**: Season Tickets, Player Appearances, Finalize Coaches and Leadership  
**September**: Final Season Ticket Push, Final Sponsorship Packages, Players Arrive  
**October**: Season Begins, Conclude Season Ticket Sales Campaign, Promotions  
**November**: Single Game Promotion Begins, Merchandise Campaign, Player Appearances, Amateur Hockey Begins  
**December**: Holiday Sales Campaign, Promotions, Appearances, Games  
**January**: Mid-Season Review, Make Internal Changes, Promotions, Games, Appearances  
**February**: Promotions, Last Single Game Ticket Campaign, Heavy Player Appearances, Possible Postseason Tickets?  
**March**: Possible Postseason Ticket Packages, Merchandise Clearance, End of Season
Marketing Strategies and Tactics

Product:
- Professional hockey experience
- Intense sporting experience
- Concessions
- Merchandise

Place:
- Qwest Arena
- BoiseBlizzards.com
- ECHL.com
- Northwestern states
- Northwestern Amateur Hockey Tournaments
- Boise School Districts
- Sporting Good Stores in the Greater Boise region

Promotion:
- Facebook
- Twitter
- Online News Letter
- News Paper (Idaho Statesman)
- Local/Regional Television
- Billboards
- Radio

Price:
- Single Game Tickets
- Season Tickets
- Merchandise
**Product**

The Blizzard organization has a lot to offer both the consumer as well as the city of Boise, Idaho. The Blizzards seek to offer a unique hockey experience like none other. It is the combination of the players, the game, the arena, a professional atmosphere as well as interactive technology. This is the core product of the Blizzard organization and it leads to an intense sporting experience for all. The other products that the Blizzards offer are all incorporated with QWest Arena. The concessions are not a direct product of the organization, due to the details of the contract the Blizzards have with the arena. The arena controls the concessions and makes the majority of the revenue from concessions. Parking is also an area which the Blizzards share revenue with QWest arena. The arena supplies the garage, employees and pays them and the Blizzards take a small portion of the revenues. Merchandise however is solely the Blizzards area of revenue. The organization buys the products and has a contract with the hockey apparel company Turfer Apparel. The merchandise pricing is set by the Blizzards and sold at both the physical Blizzard store as well as online.

**Place**

As an organization, the Blizzards seek to be marketed through as many mediums as possible. Thus, we feel it necessary to market in as many places possible in order to publicize the Boise Blizzards as much as possible. Because a crucial part of the Blizzards is their state of the art technology, the Internet as well as other technological mediums are very important. Therefore, the Blizzard web site as well as the ECHL are very important to the organization. We recognize the need to have an excellent web site and to have it up to date as well as state of the art. We also recognize that our organization will only be as successful as our marketing, therefore we must get out in the general public and publicize. The Northwestern states are our larger territory and more specifically the state of Idaho. We also are very interested in hockey players in Idaho, thus we plan to attend every major amateur hockey tournament in the northwestern states. We sell hockey and entertainment and wherever we have an opening, there we will be!
Promotion

Technology is advancing at such a rapid pace, if you blink you may miss the newest and best technology and the world may pass you by. The world of hockey promotion is no exception! The newest and most popular technological promotion tools are on the Internet and are more popular than ever. Twitter is the newest craze, which allows individuals to constantly update their fans on what they are doing. The Blizzards feel that if they have a select few players and coaches on twitter, then their fan base will grow and they will bring the game and players to the fans. Facebook is also a hotspot on the Internet and will be used to update fans on game times and dates as well as to keep the fans engaged and involved in the organization. The Blizzards also recognize the importance of traditional promotion tools as well. Therefore we will also use radio, television, newspapers and billboards to market the team and organization. We recognize the importance of promotion and take it very seriously.

Price

The Blizzards are a minor league team seeking to offer a professional rate product at minor league prices. Thus, pricing is very important for our organization. We recognize that there is a difference between our hockey product and that of a major league team and as a result we must have our prices match our product. The most important areas for our organization regarding prices are tickets as well as merchandise. Though we do have a say in the prices of our other products, they are not our main revenue producers and as a result we give them less attention. When developing our ticket prices, we examined other teams in the ECHL as well as the AHL and tried to keep our prices competitive. We realize the importance of hockey to the fans and thus we have set our prices so that the intense fan can buy intense tickets at an intense price, while the casual fan can buy tickets at a casual price. We realize that prices can make or break a franchise and we feel that our prices are reasonable and will sell tickets. Our merchandise is also of pricing concern for the organization. We have a great relationship with Turfer Apparel and thus we are able to set our prices higher in order to make more profit. We make sure to not overprice our merchandise because we realize the importance of apparel to minor leaguer hockey and seek to capitalize on this important relationship.
Single Game Ticket Pricing:
- Yellow: $32
- Blue: $28
- Red: $25
- Purple: $20
- Green: $15

Season Ticket Pricing:
- Yellow: $1050
- Blue: $900
- Red: $800
- Purple: $700
- Green: $500
Break Even Analysis

Expenses:

Rent:
Home Games: 40 games/Facility Use
Arena Rent per Game: $6,300
Total Rent Cost per Year: $252,000

Salaries:
ECHL Average Player Salary: $32,500
Average Roster Size: 30 players
Player Salaries per Year: $975,000

Staff/Coaches Salaries:
Average Front office Staff Size: 10 employees
Average Front Office Salary: $50,000
Front Office Salary per Year: $500,000

Stadium Technology Upgrades:
ChoiceSeat Touch-Screens: 300
Cost Per Installation: $8,000
Total ChoiceSeat Cost: $2,400,000

Total Expenses Per Year: $4,127,000
**Revenue:**

**Ticket Sales:**

40 home games
Average 5,000 per home contest (2,200 Walk up Fans and 2,800 Season Ticket Holders)

**2,800 Season Ticket Holders per Game**

- 400 Yellow (400 x 1050 = $420,000)
- 500 Blue (500 x 900 = $450,000)
- 500 Red (500 x 800 = $400,000)
- 600 Purple (600 x 700 = $420,000)
- 800 Green (800 x 500 = $400,000)

**Single Game Season Ticket Revenues:** $52,250

**Season Ticket Revenues:** $2,090,000

**2,200 Walk Up Fans per Game**

- 150 Yellow (150 x $32 = $4,800)
- 250 Blue (250 x $28 = $7,000)
- 500 Red (500 x $25 = $12,500)
- 600 Purple (600 x $20 = $12,000)
- 700 Green (700 x $15 = $10,500)

**Single Game Walk Up Ticket Revenues:** $46,800

**Season Walk Up Revenues:** $1,872,000

**Total Ticket Revenues Per Season:** $3,962,000

**Sponsorship:**

- 5 Gold Corporate Sponsors ($10,000 each)
  **Total Gold:** $50,000

- 10 Silver Corporate Sponsors ($5,000 each)
  **Total Silver:** $50,000

- 20 Bronze Corporate Sponsors ($2,500 each)
  **Total Bronze:** $50,000

**Total Sponsorship Revenue:** $150,000
Media Rights:

Radio Contract: $5,000
Local Television Coverage: $10,000

Total Media Revenue: $15,000

Total Season Revenues: $4,127,000
Marketing Information System

The Blizzards organization recognizes the importance of feedback and meeting the needs of the consumer. Thus we will make use of a marketing information system in order to benefit both the organization as well as the consumer. We will use a variety of different methods to communicate and extract valuable information from the consumer. We remain consistent with our goal to be the most technologically advanced team in the league, and we use the latest and best technology to communicate with the consumer. The use of the Internet, telemarketing as well as manual surveys will help the organization to develop a well-rounded and advanced MIS. Every department within the organization will make use of the MIS because of its centrality as well as the great communication that we have within our organization. Below are listed just a few possible areas of information that our MIS will hold.

- Age
- Sex
- Race
- Ethnicity
- Income
- Family Size
- Frequency of Attendance
- Education
- Level of Enjoyment
- Arena Ratings
- Employer