**MSUM ATHLETIC MARKETING INITIATIVE**

- A Five Year Road Map -  
(Starting 2005-2010)

**MISSION:** The mission of the Department of Intercollegiate Athletics Marketing and Promotions is to increase revenue, attendance and awareness of Minnesota State University Moorhead Athletic Department. This mission will be accomplished through continuing to build student, alumni, corporate, faculty/staff and community support.

**THE PLAN:** The plan is to provide an aggressive, yet economical advertising campaign targeting prime regional markets. Enhancing all activities surrounding individual games and special events such as banquets and concerts heavily supports this plan. An effort to obtain the support of the local media and campus and business community is important in this plan.

**TRADE-OUT INVENTORY**
- Event tickets
- Program and press guide advertisement
- VIP parking
- Game Hospitality
- Facility Naming Rights

* Radio advertisement
* Special game and promotional recognition
* Dragon Fire Membership
* Awards luncheons & Banquets
* Fan Bus to special games

**ACTIVITY INVENTORY**
- All banquets (Hall of Fame, All-Sports Award, Academic Luncheon, Meet the Dragons Banquet) *(In/External event)*
- Corporate Challenge (Competition among area corporations and businesses) *(Internal event)*
- MSUM Coaches/Student-Athlete speaker’s bureau *(External event)*
- Lunch Bunch (Area elementary students meet and have lunch with MSUM athletes) *(Internal event)*
- Nemzek Sport Arena 4th of July Celebration (Concessions) *(Internal event)*
- Dragon Fire Tent *(Internal Event)*
- Dragon Fire “After-Hours” *(External Event)*
- Power Bowl Classic
- MSUM Nemzek Concert Series (to be arranged)
- Ron Masanz Track
- High School/College Wrestling Invitational
- All sponsored athletic events (internal and external)

**OUTCOME MEASURES**
- Increase the overall revenue producing capacity of the athletic program by identifying revenue streams for athletics.
- Provide more scholarships for the athletic program and in doing so increasing the likelihood of all sports teams becoming competitive with other similar sports teams that compete in the NSIC.
<table>
<thead>
<tr>
<th>PRIME OBJECTIVE</th>
<th>PRIME INITIATIVES</th>
<th>STRATEGIC OBJECTIVES</th>
<th>OVERSIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify specific revenue streams that will lead to a sound and aggressive financial support of all MSUM athletic scholarships.</td>
<td>Look at and examine: • Corporate funding • Concession funding • Individual donations • University support • Daktronic Co. Marketing program</td>
<td>• Concentrate resources and efforts in each priority initiative area. • Identify the key players and the serious support industry in each priority initiative. • By 2006 increase the overall scholarship dollars in the budget from $254,000 to $454,000. • Make clear this plan to the general public, administration and alumni of MSUM.</td>
<td>Director of Athletics Members of Senior Level Staff Head Coaches/Asst. Coaches Office of the Foundations/Development Dragon Fire Boosters</td>
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<thead>
<tr>
<th>PRIME INITIATIVES</th>
<th>EVALUATION PROTOCOL</th>
<th>OVERSIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Sponsorships</td>
<td>• Yearly budget evaluation and on-going evaluation of new and old corporate relationships and support. Increase Corporate Sponsorships each year by 5 new cases. • On going update to President Barden and Board-In-Control of analysis and findings.</td>
<td>Director of Athletics</td>
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<td>Concessions</td>
<td>• On-going development of concession operations at all events housed within Nemzek and the revamping of athletic merchandise and sales initiatives along with increasing vendor involvement. • On going update to President Barden and Board-In-Control.</td>
<td>Director of Athletics</td>
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<td>Individual Donations</td>
<td>• Using the 2004 marketing and promotions data, by the end of year 2006, individual donation will have increased by 25% and will increase by 15% in each of the ensuing years of this plan. • On going update to President Barden and the Board-In-Control.</td>
<td>Director of Athletics</td>
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<td>University Support</td>
<td>• By the fall of 2004 the Director of Athletics will develop a Strategic Plan to raise money for athletics and will offer proposals and activities as to how to implement that plan. • On going update to President Barden and the Board-In-Control.</td>
<td>Director of Athletics</td>
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<td>Daktronics Corporate Marketing Plan</td>
<td>• Introduce an aggressive facilities marketing plan with Daktronics Corporations to raise $50,000 - $65,000 per year up to the ending of the contract agreement. • On going update to President Barden and the Board-In-Control.</td>
<td>Director of Athletics</td>
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<td><strong>GOALS</strong></td>
<td><strong>PRIORITY INITIATIVE</strong></td>
<td><strong>MARKETING PLAN</strong></td>
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| 1. Increase the participation level among corporate sponsors. | a. Identify and develop new corporate relationships.  
   b. Determine how to develop new revenue streams for making money.  
   c. Assess the sponsorship needs of the athletic department.  
   d. Conveyed needs to potential sponsors and donors. | a. Identify and communicate with corporate sponsor (businesses) by utilizing available mailing list.  
   b. Develop a sponsorship plan of giving that will promote a working relationship with area and local businesses.  
   c. Conduct a needs assessment of the athletic department. | Director of Corporate Sponsorships and fundraising  
   Director of Athletics  
   Office of the Foundations/Development |
| 2. Implement Direct Mail Campaigns. | a. Develop a quarterly newsletter to be sent to alumni, campus, Dragon Fire and past athletes.  
   b. Maintain contact through the mail with perspective and current donors.  
   c. Make sure that mailing list are current and reflect the goals and objectives of the campaign.  
   d. Develop mailings that are user friendly towards athletic goals and initiatives. | a. Screen mailing programs to insure that the proper approach and theme is being taken.  
   b. Initiate mailing campaigns that will best address the needs of the athletic department.  
   c. Determine the budget for direct mailing and the outcome that is sought by doing such mailings. | Director of Sports Information  
   Director of Marketing & Promotions and Fundraising  
   Athletic Department Secretary  
   Office of the Foundations/Development |
| 3. Create events & themes that will promote fan, community, and faculty & staff participation and support. | a. Increased fan participation.  
   b. Develop themes that promote MSUM athletics fan participation.  
   c. Determine what the community, faculty and staff want from MSUM athletics. | a. Promote ticket packages that will enhance fan attendance at revenue producing events.  
   b. Initiate an on campus marketing and promotion program.  
   c. Initiate a 365-day planning program to engage all planned activities.  
   d. Actively include Dragon Fire Boosters | Director of Sports Marketing and Promotions  
   Intern program |
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</tr>
</thead>
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| 4. Design a well planned fundraising initiative that would be grounded in a sound promotions and marketing effort. | a. Design a sincere search process to locate a fundraiser with marketing and promotional experience.  
  b. Provide a budget and a plan to promote the athletic program.  
  c. Educate the MSUM and F&M community as to the need to raise money to maintain athletics and it level of competition. | a. Conduct a national search for a fundraiser with marketing and promotions experiences.  
  b. Conduct a search to find a person capable of raising scholarship dollars for athletics.  
  c. Initiate a Fargo/Moorhead marketing and promotion program.  
  d. Executive Director of Dragon Fire Booster Club | Director of Athletics  
  Members of Senior Level Staff  
  Office of the Foundations/Development  
  Dragon Fire Boosters |
| 5. Identify and contact campus and regional advertising opportunities for the purpose of enhancing MSUM Athletic visibility. | a. Continue to improve communications with all local media outlets.  
  b. Provide media outlets with access to selected athletic inventory.  
  a. Make sure that sports information that goes to the media is accurate and timely. | a. Initiate weekly press release and contact with selected media.  
  b. Invite media to all special events.  
  c. Secure that all information that leaves the athletic department is correct and sent out in a timely manner. | Director of Sports Information  
  Any assistants to the SID or designee of the SID.  
  Athletic Department Secretary |
| 6. Generate ideas and initiatives that will help increase the number of scholarships for all MSUM Sports | a. Plan 365 days before all events are to take place.  
  b. Gather ideas from staff and friends of MSUM Athletics.  
  c. Determine where we want to be with regards to scholarships.  
  d. Determine how we will obtain the necessary scholarships to improve the program. | a. Draw a comparison between the scholarships offered at MSUM to those of our NSIC Competitors.  
  b. Put initiative in place by producing a well-planned 365-day planning scheme.  
  c. Present proposals to the President and the Alumni Association as to how scholarships levels can be increased. | Director of Athletics  
  Members of Senior Level Staff  
  Entire MSUM Coaching Staff  
  Dragon Fire Boosters |