

# Kickin' It With "Families Together"

Marketing Plan  
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Sport Management 489

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## Mission Statement

Kickin' It With Families Together is a 5 on 5 charity soccer tournament that will foster an inclusive environment for the Washington State University campus and Pullman-Moscow Community. The event will give students and camp participants an opportunity to participate in a soccer tournament or clinic while in a fun, culturally, and physically inclusive setting.

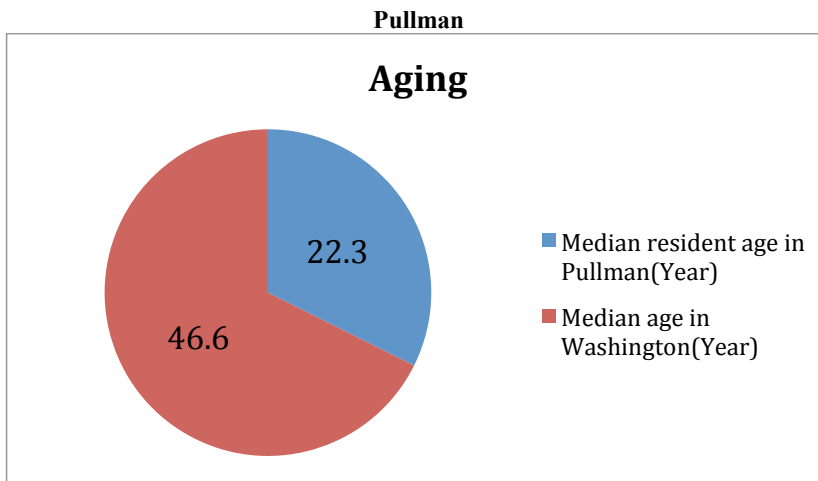
### Executive Summary:

- Currently our team is a young group of aspiring sport managers looking to make an impact on the Pullman-Moscow community.
- Our team's goal is to host an event that fosters inclusion and cultural competence on the Pullman campus through the shared enjoyment of soccer.
- We are going to achieve our goals through programs such as workshops hosted by the cultural fraternities and sororities. We will also make sure Families together has the same opportunity as the cultural fraternities and sororities. Lastly we will provide a competitive and instructional soccer environment through our officials keeping games safe and fun for all participants and camp leaders high level instruction.

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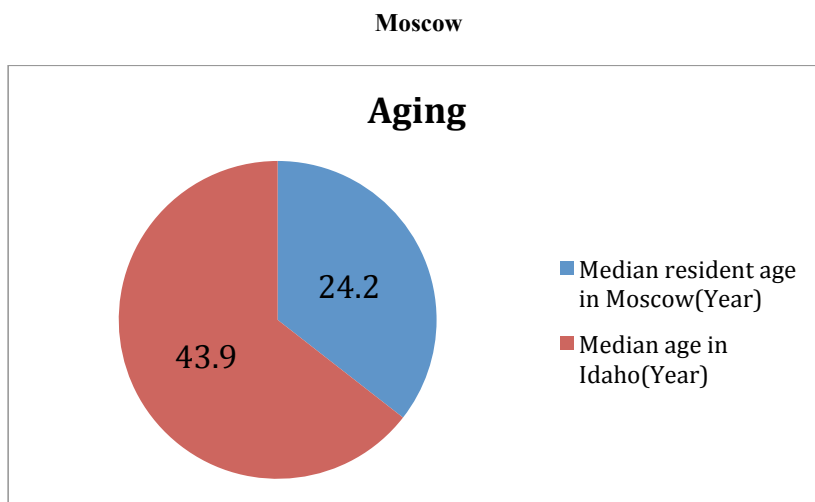
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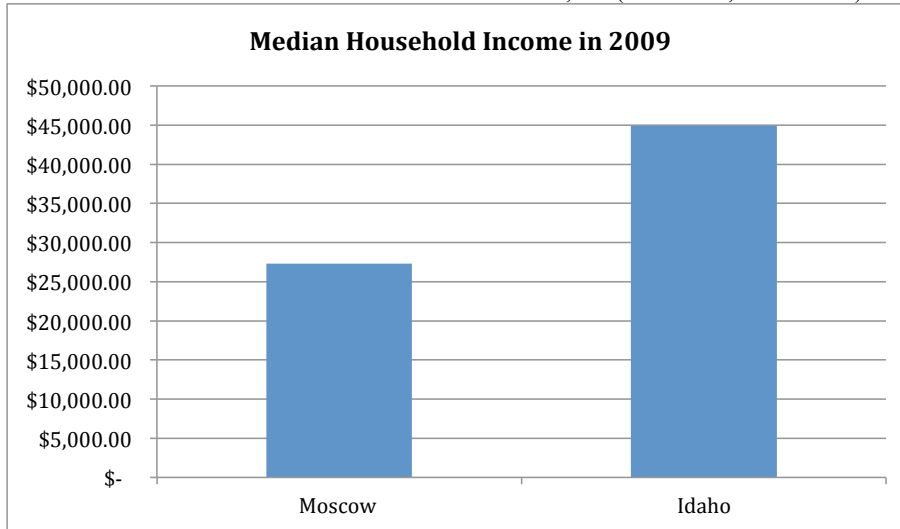


Estimated median household income in 2011: \$23,472 ("Pullman, Washington," 2013)

In Pullman, we hope to take advantage of the younger population of college students, in order to secure a large group of participants for our 5 on 5 tournament. We also hope to get a large turnout from the Pullman-Moscow community members for our youth clinic.



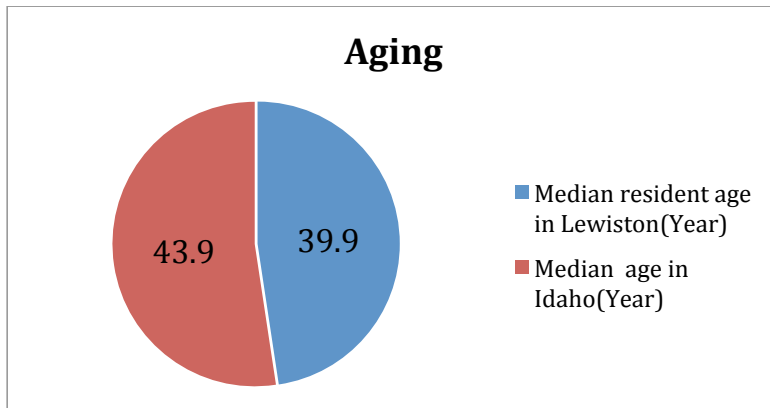
Estimated median household income in 2009: \$27,279 (it was \$26,884 in 2000)



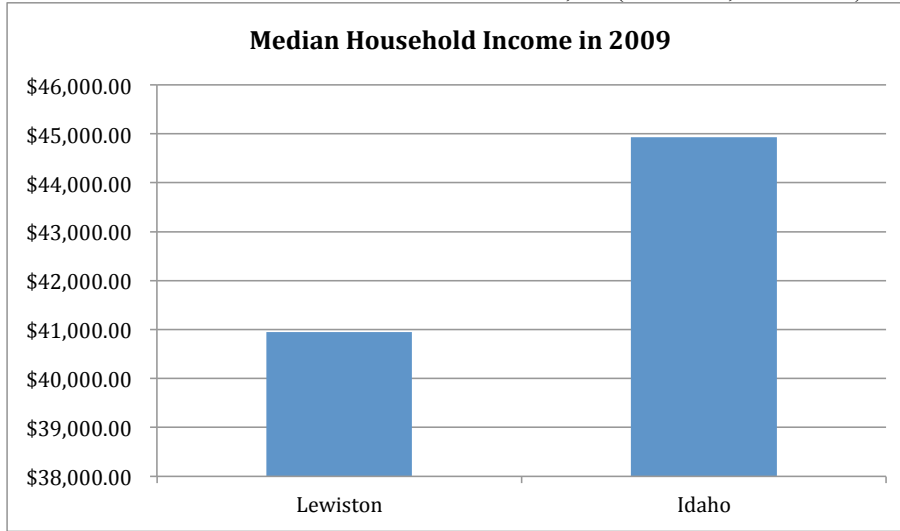
Estimated per capita income in 2009: \$15,319 ("Moscow, Idaho," 2013)

In the Moscow, ID area, we hope to take advantage of the younger percentage of the population for the soccer tournament, as the average age is about 24 years old. Also, we are trying to target the residential area of Moscow for the youth clinic.

### Lewiston



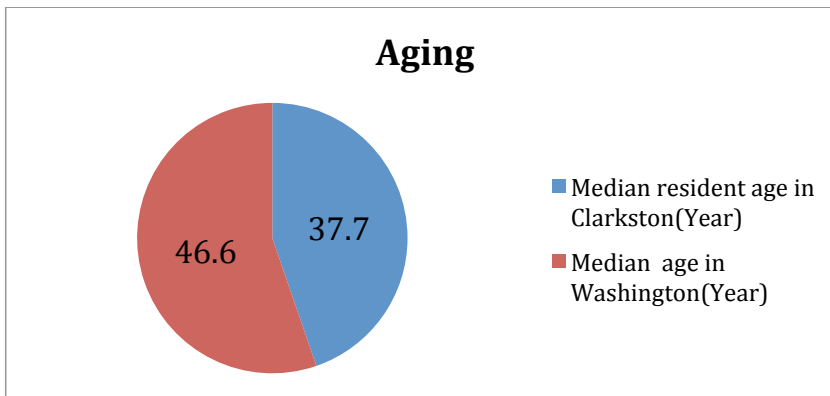
Estimated median household income in 2009: \$40,952 (it was \$36,606 in 2000)



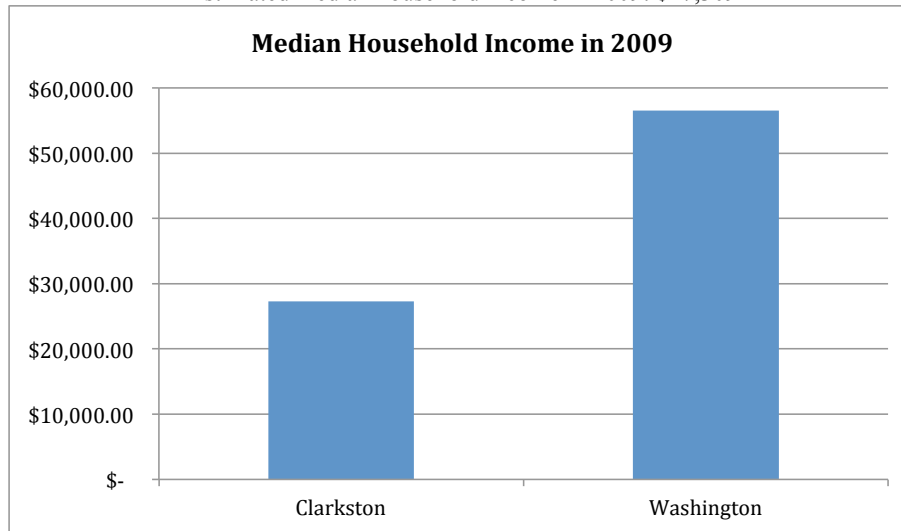
Estimated per capita income in 2009: \$22,052 ("Lewiston, Idaho," 2013)

In Lewiston, we are trying to target the 25-60 age demographic, as the average age in Lewiston is about 40 years old. We are only targeting this area for the youth clinic.

### Clarkston



Estimated median household income in 2009: \$27,309



Estimated per capita income in 2009: \$17,673 ("Clarkston, Washington," 2013)

In Clarkston, like Lewiston, we are trying to target the 30-60 age demographic, which are people with families for the youth clinic.

#### **Demand**

- Soccer is one of the most popular events on campus, and with community youths.
- Roughly 30,000 students at Washington State University and University of Idaho.
- Families in Pullman, Moscow, Clarkston, and Lewiston are always looking for family-friendly, fun events for their child to participate in.

#### **Competitor**

- We will have to compete against other events that are taking place which will include our classmates in Sport Management 489.
  - Trying to target to similar markets as us
  - Need to compete to get participants and sponsors to our event instead of other alternative events.
- University Recreation's intramural soccer programs.

#### **Customer Analysis**

- The areas that will be the focus of our target market will be Pullman, Moscow, Lewiston and Clarkston.
- Pullman is 51% male, and 49% female, with an average age of 22 years old. The estimate household income in Pullman is \$23,472 ("Pullman, Washington," 2013).
- Moscow is 52% male, and 48% female, with the average age 24 years old. As of 2009, the estimated household income was \$27,279 ("Moscow, Idaho," 2013).

- Lewiston has an average age of 40 years old. The estimated household income is \$40,952 ("Lewiston, Idaho," 2013).
- Clarkston's average age is 38 years old. The estimated household income in Clarkston is \$27,309 ("Clarkston, Washington," 2013).
- We want to utilize the efficiency and popularity of social media to attract the younger demographic of 18-24 year olds at Washington State University and the University of Idaho, while using other means to market to families for the youth clinic, such as newspapers, our website, the Pullman Parks and Recreation Mailing list, and other established marketing tools.

### **Marketing plan**

- In the target market research, we mainly focus on the demographic, socio-economic, cultural and environmental in the Pullman area.
- We also use the 7 P's strategy, which is price, people, promotion and place, in order to collect more information for our project.
- In this report, we will provide a list of our potential sponsors.

### **Demographic**

- We are targeting two unique demographic groups consisting of college students and families in the region.
  - We understand that the families are looking for an event that will both teach their children soccer skills, but also will allow their kids to have fun with their friends.
    - Partnership with the Pullman Parks and Recreation Department, we have created the image of a family friendly and professional environment.
  - The college students that we will be targeting are roughly ages 18-22 and most of them will have at least some prior soccer experience.
    - We will be targeting:
      - Cultural groups on campus
      - Students in the Greek system
      - The dormitory halls
      - Major apartment complexes.
        - College students are typically looking for a relatively inexpensive way to have fun. We intend to meet the desires of the college students by hosting this event at a relatively cheap price.

### **Socio-economic**

- Since we are targeting families in the area as well as college students, we have two different socio-economic groups.
  - College students tend to have less money and therefore we are looking to provide inexpensive entertainment for students.
  - However, families are typically looking to make their children happy and might be willing to pay a little more for actual instruction from college soccer players. Therefore, we will be charging slightly more per person for the youth clinic than the tournament.

## **Cultural**

- Our team reached out to the Compton Union Building on campus to begin building our demographic search of participants.
  - We interacted with each cultural clubs mentors and club leaders to check and see if we can drop of flyers and surveys concerning out event.
    - The leaders and mentors were all very excited and on board about our event.
  - The biggest gain the group had was when we visited the international programs department on the bottom floor of the CUB, where we found out information about a council meeting that is help bi-monthly.
    - A group member will be attending at least two meetings and dropping off surveys and literature to group members. We will then collect the surveys and analyze the data, looking specifically for what participants would want in a 5 vs. 5 soccer tournament.
- After interacting with the international programs, the group will be in contact with the Evergreen and the Pullman Daily News about potential slots for our flyer.
- Then we are considering setting up a booth to spread word of mouth in front of the Bookie in the CUB.
- We are also going to post our flyer on building bulletin boards on campus, aiming to get students information all over campus.

## **Environment**

- We do not plan on having much of an environmental impact from our event.
  - We will be hosting an event on the Valley Road Playfields that were meant for sports.
    - We are using cones to mark sidelines instead of using spray paint on the fields.

## **Marketing Mix**

### **Price**

- Pricing the youth clinic at \$20 per registration. We chose to make the event cheap to appeal to the community of Pullman; each child will receive lunch, a t-shirt, and three hours of instruction.
- Pricing the five on five tournaments at \$25 per team. We chose to make the price for the tournament as inexpensive as possible in order to draw college students out to participate.
- Each pricing technique will make our event and clinic very attractive to each market we are targeting, and give us a better chance of a larger participation pool.



**People**

- Targeting local families in the Pullman/ Moscow region that have children who play soccer.
- We are targeting children from kindergarten through eighth grade.
- We have solidified a partnership with the Pullman Parks and Recreation Department, which will allow us to have access to their contacts in the community.
- Targeting college students from the WSU campus. Our goal is to advertise across campus to attract a diverse group of soccer players and soccer enthusiasts.

**Promotion**

- Sending our flyers out through the Pullman Parks and Recreation Department email list that will allow our event information to be seen by every family who has a child registered to play soccer in Pullman.
- Utilize the contacts that our charity, Families Together, has. This will allow our event to be marketed on a larger scale, reaching as far as the Lewiston and the Clarkston area.
- Advertise and supply flyers to the Greek community, dorm halls and major apartment complexes. Representatives will speak at chapter meetings as well.
- Advertise in both the Daily Evergreen and the Pullman Daily.
- Advertise with flyers and announcements at local elementary schools to gain access to the target audience for our clinic.
- Social media sites such as twitter and Facebook will be utilized.

**Place**

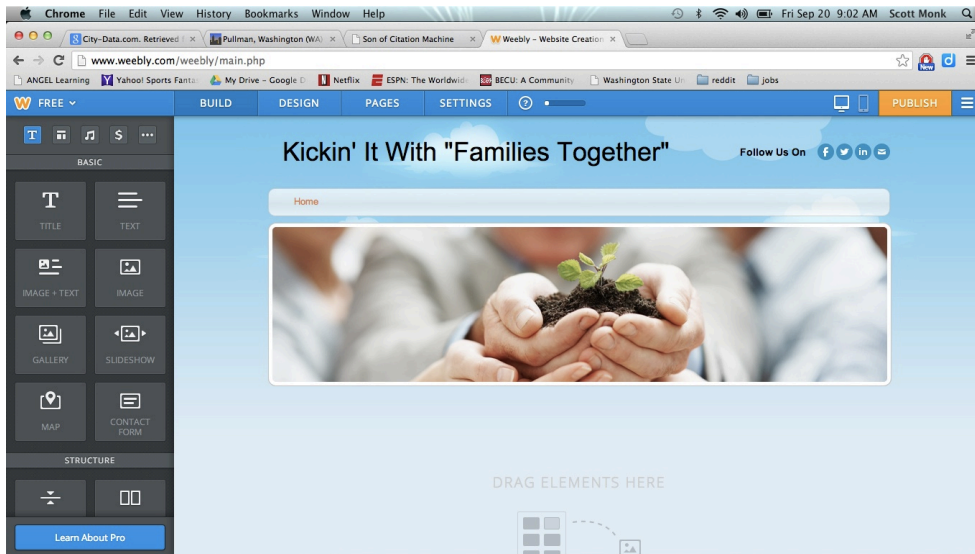
- Valley Road Playfields in Pullman, WA.
- Reserving two 100 yard fields for both the kids' clinic and the student tournament

**Products**

- The youth clinic product is a safe and fun learning environment where participants can learn new soccer skills.
- Supplying a healthy use of a parents and child's time for a Saturday afternoon with lunch and t-shirt included.
- The student tournament product is an opportunity to compete in a soccer tournament with friends.
- Culturally safe environment.
- Learn about other cultures and meet new people.
- Promotional giveaways such as t-shirts, coupons, and gift baskets.

**Process**

- Ideally for our customers one of the best avenues for information about our event is the website on Weebly we recently created.



- We are going to offer the option of online registration that will be linked to PayPal directly on our website. A large part of our marketing process will go through the website.
- The website will have all the information a prospective sponsor or participant would want to know. The information will include the date of the event, registration information, our goals for the tournament, and rules of the clinic and tournament.
- As well as this information we are going to put surveys on the website for visitors to the site to take.
- Our goal is when our partnering organizations send out the link to our website they will encourage people to take the survey for our market analysis. We are going to incorporate waiver and evaluations into our event; these forms will be required to be filled out pre and post event.
- We will be in contact with the participants leading up to the event via email, telephone and our booth that will be set up in the CUB and at our event.
- We will also be in contact with volunteers and practicum students concerning details such as report time, job duties and training.
- For the 5 on 5 soccer tournament, our volunteers will sign in each team before each game.
- Before each game, we will have a captains meeting and make sure they clear on the rules. For each game, they will have 10 minutes half and 5 minutes break. If there is a tie they will have a two-minute over-time. In the event of a tie through the over-time there will be a three person per team shoot out.
- During the entire event our public relations announcer will keep participants and staff up to date with scores, finals and where each team needs to report.
- After the event, we will hand out awards and prizes, clean up the field and send the practicum students and volunteers back home.

### **Physical Evidence**

- Our event will focus on being a fun, safe, and inclusive environment.
- We will achieve this by keeping the fields clean of trash throughout the event as well as fostering an inclusive environment with our PA announcer continually expressing the theme of the event.
- The event will also offer a high level of instruction for the participant from the Washington State soccer team.
- There will also be camp shirts provided to the participants with the event logo and sponsors on the shirt.
- There will be lunch provided to the youth clinic participants.
  - This will be provided by Subway if we lock up their sponsorship other wise it will be an added cost.
- The tournament will focus on having safe and competitive games.
  - We will achieve this by making it clear to our officials that safety and fun are the most important factors.
- For the teams who advance to the playoffs there will be prizes awarded to the teams.
  - The awards will be provided by sponsors and will include giveaways such as t-shirts and possibly signed Cougar memorabilia.

### **Sponsor Program**

- Our team will approach sponsors by emailing people in departments we know to talk to, such as Megan Vining at Pullman Parks and Recreation, and Ruth Garfield at Families Together.
- We have already dropped off letters to local business stating our interest in them becoming sponsors, and will follow up on those letters within the week to try and secure sponsors as soon as possible.
- For our levels of sponsorship, we have our gold level sponsorship and are focusing on Subway or another big-name company to be a presenting sponsor, and provide us with sandwiches for the youth clinic, as well as some money.
- Our silver level will be similar to what the Parks and Recreation department offered us, which is allowing us to use their contacts and information about prospective participants for the youth clinic. They provided us with information and leads, but there is no monetary benefit for us, making it a lower-tier sponsorship.

**SWOT Analysis:**

<p>Strengths:</p> <ul style="list-style-type: none"><li>-Soccer is a popular event in Pullman</li><li>-Low cost sport caters to college students</li><li>-Intramural referees are inexpensive</li><li>-Location is central to Pullman</li></ul>	<p>Weakness:</p> <ul style="list-style-type: none"><li>-Hard to predict interest from families</li><li>-Need money up front to cover expenses</li><li>-Time constraints in planning stages and event itself</li></ul>
<p>Opportunities:</p> <ul style="list-style-type: none"><li>-30 youth soccer teams in Pullman</li><li>-Large reach to promote potential sponsors</li><li>-Partnership with Pullman Parks and Recreation Department</li></ul>	<p>Threats:</p> <ul style="list-style-type: none"><li>-Potential weather concerns</li><li>-People leaving for the weekend</li><li>-Other similar events seeking sponsorships</li></ul>

## References

*Clarkston, Washington*. Retrieved from <http://www.city-data.com/city/Clarkston-Washington.html>

*Lewiston, Washington*. Retrieved from <http://www.city-data.com/city/Lewiston-Idaho.html>

*Moscow, Washington*. Retrieved from <http://www.city-data.com/city/Moscow-Idaho.html>

*Pullman, Washington*. (2013). Retrieved from <http://www.city-data.com/city/Pullman-Washington.html>