

MARYLAND



27
SPORTS

1
TEAM

UNIVERSITY OF MARYLAND

2007 NACMA AWARDS

The identity of Maryland Athletics is clearly defined through one unifying concept that transcends all materials and philosophies within the athletic department – 27 Sports, 1 Team. This brand was launched last season as part of a campaign to unify all our athletics programs and develop a consistent feel across all materials published by the athletic department. The success of this program has helped the marketing department effectively cross promote all 27 sports through advertising, promotional contest, and merchandise while helping to develop new strategies to increase attendance across all sports.

SEASON TICKET SALES CAMPAIGN (WOMEN'S BASKETBALL)

Final Four Marketing Strategy

To capitalize on the Maryland Women's Basketball team's successful run through the NCAA Championship, Maryland Athletics launched a 30-day marketing campaign designed with three specific goals:

Goals

- Encourage 75% early renewal rate among existing season ticket holders
- **Result: Renewed 282 of 502 accounts (56%)**
- Sell 100 new season tickets for the 2006-07 season
- **Result: Sold 3,201 new season tickets**
- Increase visibility of Maryland Terrapins and Women's Basketball during March Madness

MSM developed two separate and distinct campaigns – one for renewals and one for new season ticket sales.

RENEWALS

- Prices locked at 2005-06 levels
- Four bonus tickets to game of choice – to encourage existing fans to introduce friends and family to Maryland Women's Basketball
- Limited Edition Season Ticket Stock, autographed by the entire team.

The early renewal campaign was marketed to current season ticket holders through the following:

1. **Email Blasts** – Sent to existing season ticket holders (approximately 500 account holders), outlining the incentives for early renewal and driving overall awareness of Final Four games. All emails were fully graphics-enabled, with a direct link to renewal information on umterps.com.
 - March 29
 - April 12
 - April 26 (final notification)



2. **VoiceShot** – A personal message from Brenda Frese was sent to existing season ticket holders with overall “Support The Terps” messaging. Watch the games on TV, listen on radio, and renew your season tickets for next year – “...as we return our entire starting lineup from this year’s Final Four team...” The message would also outline the incentives for early renewal.
 - March 30

NEW SEASON TICKET SALES

To encourage season ticket sales far in advance of the start of the season, MSM launched discounted prices, on a limited-time basis. Prices through April 30 were:

- Adult General Admission Ticket: \$49 (normally \$65)
- Youth General Admission Ticket: \$29 (normally \$34)
- Final Four Family Special: \$99 (normally \$165)

The Final Four Family Special was the primary push – featuring the family aspect of Maryland Women’s Basketball – and providing a 40% discount on 4 tickets (two adults and two youth).

1. **Email Blasts** – Sent to all Terrapin Club members, single-game purchasers, season ticket holders for Men’s Basketball and Football, single-game football ticket purchasers and marketing databases. These emails would be fully graphics-enabled, with a direct link to renewal information on umterps.com.
 - March 30
 - April 13
 - April 27 (final notification)
2. **VoiceShot** – A personal message from Brenda Frese sent to all Terrapin Club members with overall “Support The Terps” messaging. Watch the games on TV, listen on radio, and purchase next year’s season tickets – “...as we return our entire starting lineup from this year’s Final Four team...”
 - March 30
3. **Radio** – A short flight of :30 spots on our Infinity Radio Partners (WJFK, WLIF, WQSR, WWMX, WHFS) to drive awareness of Final Four games, new season ticket offers and a potential national championship.
 - March 29-April 2 – 75 :30 spots
 - April 5-12 – 100 :30 spots
4. **Television** – A revised version of our existing television spot – featuring limited-time offer for new season tickets – will air during Final Four games in the DC and Baltimore markets. These ads will be complemented by a flight on Comcast SportsNet.
 - April 2 – 3 spots – ESPN
 - April 4 – 4 spots – ESPN
 - March 30 – April 5 – 20 spots – Comcast SportsNet
5. **Print** – Large half-page ads will be placed on the Sunday of the Final Four games to promote our game (helping to drive ratings and exposure in this market) and new season tickets:
 - Washington Post – 3x10 – Sunday, April 2
 - Baltimore Sun – 3x10 – Sunday, April 2

National championship ads were placed featuring merchandise and 2006-07 season tickets:

- Washington Post – 6x10 – Sunday, April 9
- Baltimore Sun – 6x10 – Sunday, April 9