

BOSTON BREAKERS FOOTBALL CLUB

MARKETING PLAN

OBJECTIVE:

1. To increase awareness of the BOSTON BREAKERS and the United States Football League in the Greater Boston market.
2. To promote ticket sales
 - a) Season
 - b) Game
 - c) Group

STRATEGY

The BREAKERS will utilize a coordinated program involving print, radio, direct mail, television and personal appearances. Immediately following announcement of the stadium site and ticket prices the campaign will be launched in earnest.

PRINT

Boston Globe

The bulk of the BREAKERS' print advertising will be run in the Boston Globe. A twice weekly insertion schedule through the months of January, February and March is recommended. Purchase of a bulk contract is under consideration.

Boston Herald

The Herald will be the secondary source of print advertising.

Phoenix

The Phoenix is an attractive medium for targeting the young professional and young adult audience. The shift in this weekly from the underground paper of the sixties to a respected liberal voice has made it popular with Boston's high concentration of college and post graduate students.

Suburban Publications

The suburban papers will not play a major role in the BREAKERS' strategy. Possible individual game promotions will be advertised on a regional basis.

RADIO

The BREAKERS are nearing completion of a contact with a major Boston radio station for broadcast of games. A part of this deal will be promotional time (minimum \$50,000.00) to begin immediately.

The BREAKERS currently have a radio spot produced, highlighting the USFL's spring schedule. This spot will run on several AM and FM outlets in the Boston market with emphasis on reaching the men 18-54. In addition, the BREAKERS will look to their Boston flagship station to provide a great degree of traded advertising.

The radio spot will run on the Tangerine Bowl radio broadcast on WBZ on December 18, 1982.

With Boston's tradition of great sports/talk radio, appearances of the coaching staff on local talk shows will be encouraged.

TELEVISION

The BREAKERS are currently negotiating with four major over the air television stations for coverage of available games. Integral to this contract will be significant time on the air.

The BREAKERS are also negotiating for a cable deal locally, that will include a number of promotional events. Among these will be time on the cable system and affiliated systems, mailings to cable subscribers, a joint promotion involving advertising on other media, a 30 minute special on the BREAKERS to be shown on cable and also to be used as a promotional tool.

DIRECT MAIL

Direct mail is a crucial aspect of the BREAKERS marketing strategy. Necessary to the direct mail campaign is the completion of a season ticket brochure featuring a detailed schematic of the stadium and an outline of ticket prices and policy. This brochure would be mailed to the following lists -

- a) Fitcorp
- b) LMV
- c) Chamber of Commerce
- d) Boston Athletic Club
- e) Patriots

The brochure will also be produced in sufficient numbers to allow insertion in the Boston Sunday Globe. (minimum 500,000) This insertion is scheduled for Sunday, January 9, 1983.

GROUP SALES

The BREAKERS recognize the public relations potential of working with the many major corporations in the Greater Boston area to provide low cost entertainment for their employees. The Group Sales Program would involve preparation and printing of a less expensive sales brochure to be mailed to:

1. Boston Celtics Group List
2. Boston Red Sox Group List
3. Mass. Industrial Recreational Council

CORPORATE SALES

Targeted corporations would be presented with a detailed presentation packet which would include materials on :

1. BOSTON BREAKERS
2. USFL
3. Radio and television contracts
4. Season Ticket Brochure
5. Personalized letter from Robert L. Caporale

The presentations would be made at a series of luncheons scheduled through the months of January, February and March.

Kick-off to the corporate sales program will come on December 21, 1982, when Commissioner Chet Simmons will address the Executives Club of the Boston Chamber of Commerce. Some 300 chief executives will be on hand for this program.

CORPORATE LUNCHEON PROGRAM

This promotion is targeted at the heavy-hitters throughout the Boston business community.

Corporate Presidents and Chief Executive Officers of major corporations will be invited to attend luncheons with the coaching staff and front office personnel for season ticket sale purposes. The luncheons will be kept small (about 20 guests).

A layout of the stadium will be available at the luncheon for those in attendance who would like to choose their exact seat locations.

This promotion will be run throughout the month of January.

PUSHCART PROMOTION

The Faneuil Hall Marketplace, located on Boston's renovated waterfront is a major tourist attraction and popular lunch and dinner spot for Boston's business community. More people pass through Faneuil Hall each year than they do through Disneyworld.

A highly visible pushcart will be set up to vend and display merchandise such as T-shirts, jackets, hats, pennants, etc., which will be imprinted with the BREAKERS' logo.

Plans are to equip the cart to sell individual game and season tickets.

The promotion is slated to begin in January to coincide with a large scale ad campaign involving print, radio and direct mail.

TAVERN PROMOTIONS

Tavern Promotions will be run throughout the entire New England area.

The cheerleaders will make appearances in major taverns. Contests will be run for top bartenders and waitresses in which they can win tickets to home games or trips to away games based on their ticket sales within the tavern.

A bus promotion will also be tied in with the tavern promotion where groups of 40 or more people will be provided with a charter bus in order to travel to and from BREAKERS games.

TICKET PROMOTIONS

Coupons will be available in sponsoring retail stores that can be redeemed for discounts on tickets at specified games.

PREMIUMS

The BREAKERS are working with numerous sponsors to provide day-of-game give away items such as T-shirts, mugs, seat cushions, bumper stickers, key chains, etc.

ADDITIONAL RECOMMENDATIONS:

Because of parking limitations at prospective Boston site and distance to Schaefer, it is suggested that arrangements be made with area bus companies to provide transportation to and from games. Perhaps the cheerleaders can act as hostesses for these games.

If possible, arrange for a Stadium Club site at either location and make it available to groups.

Suggest a coupon booklet giveaway for one of the 9 home games.

Establish window display in high traffic area near downtown site.

If the site is Foxboro, tie-in with suitable promotions run by Foxboro Raceway.

Recommendations for the Providence Market

1. Create a series of media events to be run in the Providence area, commencing with an announcement of the stadium and running through training camp.
2. Establish a Providence office by January '83 with Season, Group and Individual game sales capacity.
3. Tie into Providence Journal for an Opening Day promotion involving a suitable charity.
4. Secure a radio outlet in the Providence area, to carry the play-by-play broadcast. Work out trade and arrange promotions.
5. Join Providence Chamber of Commerce and mail to their members.
6. Hold cheerleader tryouts in Providence using FM outlet for promotion.

BREAKERS' CHEERLEADERS

MARKETING PLAN

General Philosophy:

As a new franchise in a new league, we have no precedents to follow. Our initial efforts will be directed towards creating a high degree of interest in the BREAKERS as opening day of the inaugural season approaches.

The BREAKERS' cheerleading squad will be utilized to increase awareness and interest among potential ticket buyers, both male and female.

RADIO SPONSORSHIP

WVBF, a young adult oriented contemporary music station will promote the cheerleading tryouts and finals in the Boston area. The station is ideal for recruitment of candidates for the squad and for reaching potential fans in the Boston metropolitan and suburban areas.

WVBF is an FM outlet, and will not be the station that will broadcast BREAKERS' games but, establishing a relationship with the station is highly recommended. In the latest Arbitron rating WVBF is #3 in the market in men 25-49, during the morning drive hours. (Numbers 1 and 2 are AM outlets)

CHEERLEADING FINALS

The final selection of the 1983 BOSTON BREAKERS Cheerleading Squad, The Busch HeartBreakers, will be held at the new Marriott Longwharf Hotel on Boston's waterfront.

Approximately 500 major retailers and "heavy hitters" will be invited to this major promotional event.

The cheerleading finalists will be interviewed and selected by a blue-ribbon panel of judges which will include media personalities, sponsoring VIP's, local entertainers, etc.

Those with a special aptitude for public speaking will be used for special appearances such as client interaction at a corporate level.

The squad will make appearances at many functions including auto shows, conventions, charitable events, fraternal organizations, tavern promotions, etc. All members of the squad will be required to make some personal appearances.

The cheerleaders will also participate in a ticket sales program, receiving commission for tickets sold.

TRYOUTS:

A series of regional preliminary tryouts are planned throughout the New England area. These tryouts are designed primarily for market visibility where Busch beer has major distributors. The assumption being that the bulk of the squad will be selected from the Greater Boston area.

1. Springfield, MA

This tryout site will cover Western Massachusetts, Eastern New York State, Connecticut and Vermont.

2. Worcester, MA

This tryout site will cover Central Massachusetts, Southern New Hampshire and the Western Massachusetts suburbs.

3. Providence, Rhode Island

This tryout site will cover Rhode Island, South-Eastern Massachusetts and the South Shore of Boston.

4. Greater Boston

This tryout site will cover the downtown area of Boston and also the North Shore. The bulk of the squad is expected to come from this geographic area.

SPONSORSHIP:

The basic sponsorship of the cheerleading squad will be by the Busch brand of Anheuser-Busch Inc.

Busch has made a major financial commitment to the program, agreeing to underwrite the costs in return for promotional consideration for their products plus the use of the squad for appearances.

POSITIONS:

1. Administrator

The cheerleading administrator will coordinate the tryouts for the squad, including the selection of regional locations where tryouts will be held, the collection and evaluation of resumes, the conducting of personal interviews and working with local radio stations in order to publicize the tryouts.

After the selection of the squad has been completed, the administrator will coordinate personal appearances, chaperone appearances, formulate rules of procedure and conduct while also acting as a clearing house for all publicity and business aspects of the squad.

2. Choreographer

The cheerleading choreographer will be responsible for planning the music and dance routines during the dance competition portion of the tryouts. She will also act as one of the judges during the competition.

During the season, the choreographer will work with the on-field squad planning the dance routines and also with a reduced squad planning cabaret routines for appearances.

3. 24 Cheerleaders

Cheerleaders will be chosen for both dance performance and public relations potential.

Of the 24 members of the squad, those with exceptional dance ability will be selected to perform in a special cabaret dance troop.

TAILGATE PROMOTION

The tailgate has proved to be an extremely popular pre-game activity at New England football games. Our spring schedule provides great tailgate weather and an excellent opportunity for a joint promotion with a food or beverage company.

MacDonalds and CocaCola have both discussed ideas for a variety of tailgate promotions which would utilize coupons, give-aways, contests, etc.

COLLEGE CAMPUSES

The BREAKERS are in the process of establishing a sales representative on each of the major college campuses throughout the Greater Boston area.

The rep will work selling tickets on a game by game basis.

The rep will also work closely with the BREAKERS in coordinating a "College Day at the BREAKERS", where students with a college ID will receive a reduced ticket price.