

Ewu athletic essay



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Executive Summary

Situational Analysis: The internal strengths regarding the marketing toward non-student populations and alumni revolve around the concept that EWU athletic events are a relatively inexpensive activity to entertain entire families. Activities may also provide incentives for the population to attend, including Fan Fest, contests, the tailgating area, and the beer-garden.

Weakness that must be addressed internally in the athletic department is that most of the financial resources are invested in areas other than creating awareness and even the student populations felt promotions were insufficient. One of the main concerns is getting people to commute from Spokane to attend games.

External opportunities of the athletic department include the large market of potential fans living close to Cheney in Spokane. There are also established media channels that provide coverage of the events and assist in improving promotions and information accessibility. The main threat the department faces is the competition for fans with nearby schools Gonzaga and WSU.

Target Market: Our group is focusing on the people outside of the students and faculty of EWU. This ranges from alumni to the common population of Spokane County. We broke our target into six segments: Alumni that are married and have children or are single or married with no children, non-alumni that are married with children or are single or married with no children, students of the surrounding schools (elementary, middle, high), and the families of current students. This should give us a solid foundation on whom to target and how to target them.

Objectives and Goals: In order to increase attendance at athletic events at EWU, we will focus on EWU alumni and other people that live in the Spokane area that don't currently attend Eastern. Our goal is to implement a plan that will attract our target market to football, men's and women's basketball and volleyball games. We will seek to increase attendance by 15% in all of our target sporting events over the next year. We will also attempt to increase brand equity by involving the Eastern community with the city of Spokane.

Marketing Strategies and Tactics: The general strategy for EWU athletic department is to increase alumni and other non-student groups' attendance to EWU sporting events through four marketing activities (promotional programs, media coverage, distribution and advertisements). The primary focuses of the strategies are to create greater brand equity, build relationships and create a positive image of community involvement among non-student residents of Spokane and alumni. Tactics include increases in distribution of EWU apparel, promotional and advertising activities to generate awareness. Community programs will be conducted to build relationships and create a positive image among non-student groups in Spokane. A detailed description of the strategy and tactics can be found in the marketing plan.

Implementation and Control: Currently under construction.

Introduction

Eastern Washington University Athletic Department has much to offer the alumni and community members surrounding the university, but it has been struggling to gain market share due to strong competition in the market of

entertainment and specifically sports entertainment. By scanning the organization and market to identifying strengths, weaknesses, opportunities, and threats we have developed a marketing plan based on those considerations.

The focus has been to design strategies and tactics using what is already available, what is easily created, and what the desires of the target markets are in order to keep the budget for this plan obtainable. Since the athletic department is in strong competition with other universities we have chosen to differentiate EWU by positioning it in the market as the hometown team to Spokane and its surrounding areas and offering entrance tickets at an affordable price. With this focus we hope to obtain market share and increase attendance at EWU athletic events.

The following marketing plan encompasses the situational analysis facing the EWU athletic department, and defines the target market. Then goals and objectives are presented, followed by a detailing of appropriate strategies and tactics can be implemented to obtain the desired result of increased attendance at athletic events. In addition, a budget and calendar of tasks is provided for execution of the plan.

Situational Analysis

Internal Strengths

Product: Marketing can be focused on four relatively popular sports (men's and women's basketball, volleyball and football). Attending athletic events is a relatively inexpensive activity to entertain entire families. Research

indicates that freshman seem to be more likely to attend games if prizes were given away at the events. This may provide incentive for alumni and people living in the Spokane area that may be interested in these sports to transfer their enthusiasm for these sports into EWU athletics.

Athletic Department: Student athletes take part in community service projects during the year. Included are reading programs in area elementary schools, blood drives, youth clinics and helping with the Habitat for Humanity program. A \$1 million dollar donation to athletic department will allow construction of a building that will consist of a donor suite and an improved media center at Woodward Field. The other part of the project will increase seating capacity from 7, 500 seats to 11, 000 seats.

Media: The website goeags.com is available for alumni and others to conveniently check event times and locations. One source of free publicity is the newspaper and local news networks-scores are reported coupled with mention of the next game, location, and time. Every Eagle basketball game will be broadcasted live on AM 1050 The Key. Eagle football appeared five times on television in 2003, and is broadcasted on Fox Sports Radio 790 the Fan. This radio station also features the program “ The Eastern Eagles Coaches Show with Paul Wulff.”

Sponsors: Eastern Washington University Athletics is sponsored by large and well-known companies such as Pepsi, Cingular, Subway, etc. This may provide some co-branding opportunities and may allow some flexibility in promotional activities. Established brand images like Pepsi may provide more confidence in the EWU brand from students and alumni. Currently, cold

beverage machines with promotional pictures of EWU athletics are in the warehouse awaiting distribution.

Current Alumni/others Relations: Fan Fest, Tailgating area, and contests are already established in conjunction with EWU athletic events. Research suggests that EWU students are generally not aware of tailgating events at athletic events suggesting that alumni and other non-students are not aware either. Greater promotion of these activities may increase interest from the non-student population, providing a place to conjugate and participate in EWU athletic events.

Competitiveness: One aspect that contributes to outside attendance, more than anything else, is having winning teams. In recent years EWU has been able to put together competitive teams with the men's basketball team even winning the Big Sky Championship in 2004. This has created an exciting environment for all who attend and national exposure with the championship game being televised on ESPN2.

Internal Weaknesses

Product: Based on the marketing research information the student respondents did not seem interested in EWU athletics. Upperclassmen were not motivated to attend games for prizes, contests and activities currently done in conjunction with events. This may present a problem marketing communications towards alumni and other non-student groups. The athletic department may not be developing a long-lasting relationship with EWU graduates. Alumni/others are not targeted to attend the events as much as students are. Student fans are the main focus during the games with the

different prizes, games, and additional activities. The students even have their own section to congregate, but alumni and others do not have a labeled section to congregate and have a similar connection with peers. Another weakness in creating fan loyalty is apparel. EWU “ gear” is only available in Eastern bookstores. It is rarely sold at events and the rights to the logo have never been leased out making it impossible for the apparel to appear in other stores. This makes it difficult for alumni and non-student fans to feel connected to the team by wearing EWU apparel because they cannot buy it anywhere but on campus.

Athletic Department: Most of the financial resources seem to be invested in renovation of Woodward field. Many EWU students felt that promotions were insufficient, especially in the Spokane area. Promotions targeting Spokane residents are limited to a few outdoor advertisements visible from I-90. A very small portion of the marketing budget for the athletic department is allocated toward residents of Spokane. Many of the men’s basketball home games at Cheney are during the weekday. This may cause a time conflict for alumni and other non-student groups that work during the weekday or have families.

Current Alumni/others Relationships: Location and living environments may cause a problem to the accessibility of information about EWU athletics. The current promotions of EWU athletic events may not have the desired impact on students and other non-student groups. Currently all of the marketing efforts are directed to current students of EWU, and student opinions of EWU are that the promotional activities that have been conducted are insufficient.

Current non-student attendance primarily consists of loyal Cheney residents that have attended games for many years.

External Opportunities

Alumni/others Demand: Although many of the students were not interested in EWU athletics, many were generally interested in sports. This may present a reflection on the general population. Currently the EWU athletic department works closely with the director of EWU alumni affairs.

Demographics: According to a 2000 study conducted by the U. S. Census Bureau, Spokane County has a population of 427, 506 people. There are 7, 723 people living in Cheney and 196, 305 people living in Spokane. Of the 196, 305 people living in Spokane, this market segment could be a great target for promotional efforts.

Media: There seems to be established media channels for coverage of athletics events. Every Eagle basketball game will be broadcasted live on AM 1050 The Key. Eagle football appeared five times on television in 2003, and is broadcasted on Fox Sports Radio 790 the Fan. On this radio station there is the Eastern Eagles Coaches Show with Paul Wulff. Increased marketing efforts on existing media channels may assist in improving promotions and information accessibility. There may also be an opportunity to expand advertisement through other marketing channels (newspaper, magazines and Internet).

External Threats

Alumni/others Demand: A decline in collegiate game attendance seems to be occurring in other universities and colleges. Alumni and other non-student groups may feel disinterested in college sports in general, focusing on other activities. Time is a factor for many alumni and non-students who may want to attend athletic events.

Competition: Eastern Athletics has to compete with Gonzaga and WSU for fans. The success of Gonzaga and WSU athletics has created a difficult environment for EWU in increasing fan awareness and loyalty. It may also be more difficult for EWU to gain media coverage due to the saturation of Gonzaga and WSU in the press. Eastern also competes with the other Universities with selling apparel. Gonzaga and WSU have released the rights to their logo and shirts, hats, pants, coats, and other miscellaneous items with their logos appear in many stores in the Spokane area and are cheaper than Eastern's clothing which only appears in the bookstore.

The Target Market

This marketing plan is focused on the people outside of the students and faculty of Eastern Washington University. This ranges from EWU alumni to the common population of Spokane County. In order to better understand the target market, it was divided into six segments:

- * Alumni that are married and have children.
- * Alumni that are single or married with no children (empty nest).
- * Non-Alumni that are married with children

- * Non-Alumni that are single or married with no children (empty nest).
- * Students of surrounding local schools (elementary, middle, high).
- * The families of current students.

The first target market is alumni and non-alumni that are married and have children. These two are very similar in differentiating. They are in need of family events that they all can enjoy. In most cases, these segments are looking for inexpensive ways to do so. Parents also are in need of a reason to get away for a night.

Secondly, the alumni and non-alumni that are single or married and have an empty nest; they are similar in differentiating as well. These segments are generally interested in finding something to do that is fun and exciting, whether it is finding a place to go on a date or hanging out with a group of friends. Also, single people and married couples like the prospect of meeting new people, so they enjoy going to places that can give them this option.

Next, the students of local schools in the surrounding Cheney area who are in need of something to consume their free time are part of the target market. They need to do affordable things, since most of the time they will be using money their parents give to them. In this segment the children take pleasure in doing group activities. They are also in need of something that is exciting and keeps their attention as well as something that can keep them out of trouble.

The last segment that will be pursued is the families of EWU's current students. Student's families are usually looking for ways to support their

child's education. Parents also like to have reasons to visit their children even if their children don't comply. This segment can be heavily targeted and will more than likely have a positive outcome. A large portion of our student body is from Eastern Washington and its surrounding area. It can be an easy task to hold parent nights a couple times during the quarter. This can help to bring more people to campus and with a great probability they will stay for the game.

Marketing Objectives and Goals

The main objective of the marketing plan is to increase attendance at EWU athletic events among alumni and non-students in the Spokane area. Eastern athletics will position itself in the market as the hometown team to Spokane and its surrounding areas. In order to differentiate itself from the competition, Eastern will offer entrance tickets at an affordable price.

Brand Equity

In order to increase brand awareness with non-student groups in the Spokane area, EWU will have to execute an aggressive advertising campaign. By building brand awareness, Eastern athletics will be able to compete with Washington State University and Gonzaga University. It will also provide a strong foundation for more efficient future marketing efforts. Our goal is to increase the market share by 15 percent within the first year.

Promotion

The promotion objective is to develop an early and long lasting relationship with residents of Spokane. Producing a relationship between EWU athletics

and Spokane children ranging in age groups from grade school to high school will ensure brand recognition. By achieving this objective, it will be easier to increase attendance at EWU athletic events. Two classroom visits to two different schools within the next year. Each following year one new classroom visit will be added to visitation schedule.

Advertising

The advertising objective is to develop advertisements that will appeal to non-student groups living in Spokane. This will assist in building stronger brand equity. In correlation with new advertising, a 25% increase in attendance of non-student groups living in Spokane is desired. A survey of the attendance will be taken to monitor any increases.

Promotions Targeting Alumni

The targeting alumni objective is to strengthen relationships between the EWU athletic department and the Alumni Relations office. This will be a collaborative effort between both departments in order to increase alumni participation. The goal is to increase alumni attendance by 20% in the next year; this is based on the current attendance of Non-student groups.

Distribution

The distribution objective is to increase distribution of EWU and EWU athletic memorabilia around the Spokane area. This will lead to greater brand awareness among Spokane residents. The goal is to have a 10% increase in sales of EWU and EWU athletic clothing and other items in the Spokane area within the next two years.

Marketing Strategy and Tactics

Overall Strategy Statement

The general strategy for Eastern Washington University athletic department is to increase alumni and non-student group attendance through four marketing activities (promotional programs, media coverage, distribution and advertisements). This will be an attempt to penetrate the horizontal market of collegiate sports fans in the Spokane and Cheney area with direct competition from Washington State University, Gonzaga and Whitworth College.

Strategy One

Strategy one is to create greater brand awareness among the residents of Spokane. Increasing brand awareness with non-student groups in the Spokane vicinity will allow greater flexibility to compete with Washington State University and Gonzaga. Establishing awareness of EWU athletics among non-student groups in Spokane will provide the foundation for more efficient future marketing efforts. All of the following tactics will utilize a general theme that suggests EWU athletics is a great organization to support and should be considered along with the other universities. Another cost effective marketing activity would be conducting guerilla marketing through posting game schedules on Spokane stores bulletin boards, shop windows, etc.

Tactics

Implementation of more community programs may create greater brand awareness. Building on the current EWU athletic community programs, an extension of services and involvement may increase awareness among the Spokane community. Some of the suggestions include hospital visitations to sick patients by team members, roadside cleanup of specific streets around the Spokane area, food drives and fundraisers for charity groups. One suggestion is an annual cleanup day along the I-90 between Spokane and Cheney, utilizing the student athletes and coaches. This activity will be conducted right before the football season, possibly during the month of August. Another suggestion is visitations by players to two community centers, Spokane Valley and East Central community centers 1 month preceding football and basketball season. The visitations will last for half a day at each community center during a weekend. One activity players can assist in at the Spokane Valley community center would be at their monthly free Sunday lunch program, held during the last Sunday of every month.

By attempting to post EWU athletic information and sport memorabilia in a few Spokane sports bars will allow EWU athletics to compete with WSU and Gonzaga's brand equity. Some sports memorabilia such as star EWU athlete's jerseys and pictures may be donated to a willing bar that would hang it on their wall. Game schedules printed on paper will be produced to be posted on all available bulletin boards and shop windows. The target areas for the guerilla marketing should be downtown Spokane, Town and Country and Dishman. This will also be conducted one month before the football and basketball season, lasting through the duration of that month.

Strategy Two

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Strategy two is to develop an early and long lasting relationship with residents of Spokane. Producing a relationship between EWU athletics and Spokane children ranging in age groups from grade school to high school will ensure brand recognition. It may also enable EWU athletics to build a nostalgic relationship among Spokane residents. The following tactic will use the theme that EWU is part of the community and desires a relationship with the people of Spokane.

Tactics

Increasing visitations of EWU players to Spokane schools may establish an early relationship between EWU athletics and Spokane residents. Players making classroom visits will produce an early and continuous relationship among Spokane children and young adults. Visits to grade school and high school classrooms should assist in the direct exposure of non-student groups and EWU players. The schools that would be visited in the next year during the month of August through June are Mead, Shadle, Ferris, U-high and Cheney. This may also create increased attendance among Spokane families, with possible persuasion of the children over their parents. Some suggestions are visits to after school programs, classroom visits and visits to the school's team practice. Incentives for players could offer credit to players that conduct this activity.

Another tactic is developing special activities at games, an example could be a game that is labeled " family night" with pre-game family activities and entertainment. Possibly children games and contests will entice families to make the trip out to Cheney. These will initially be conducted once a year

each for one football and basketball game. The football family night could be set in the month of September and the men's and women's basketball family night could be set in the month of January.

Strategy Three

The third strategy is to develop advertisements that will appeal to non-student groups living in Spokane and alumni of EWU. The lack of advertisements targeting Spokane residents must be addressed through strengthening promotional activities and integrated marketing communications within the reasonable financial boundaries that can be allocated to this segment.

Tactics

Implementation of more television commercials during specific sport's seasons following a pulsing schedule. The commercials will contain information on game schedules and consistently promote the EWU athletics in general; commercials will only be aired during the respective sport season. Two of the target television channels are KREM 2 on the WB 22 and KAYU on Fox 28. Suggested commercial airing times would be during the times of 5: 00 p. m. and 10: 00 p. m. This would be close to the news times for each station; airing commercials during these times could reinforce stories about EWU in the news. Using more billboards closer or in Spokane will provide the consistent promotion of EWU sports throughout the year. Location for the billboard should be placed on Division between the intersection of Francis and Division to 2nd St. and Division. This should be accomplished within the next five years. The general theme for all of the

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advertisements will be that EWU offers exciting sports action and fun for the family.

Strategy Four

The fourth strategy is to strengthen relationships between EWU clubs and organizations. This will facilitate access to their alumni news letters such as the Greek organizations on campus. Working with club and organization leaders will increase the athletic departments reach of the university's alumni because some may not sign up for the school's alumni mailing list, but instead may sign up for their respective club or organization's list.

Tactics

Working with Terri Hayman, president of EWU alumni board of directors will ensure a strong relationship between the athletic department and the alumni department. Improvement to the sports section of EWU alumni electronic newsletter's sports section should be considered. Suggestions would be addition of pictures of outstanding athletes, possibly EWU athlete of the week, also adding a hyperlink to the EWU athletic schedule should provide greater convenience for interested alumni. Also increased organized alumni gatherings centered on regular season football and basketball games that provide a 50% discount for EWU alumni may increase alumni involvement in EWU sports. Currently there is only a dance that is held for EWU alumni before the Big Sky Men's Basketball Tournament, only if EWU makes it in. Possibly encouraging more dinners that would be held before or after sports games will provide incentive for alumni to attend the following game. This

could be held in the PUB during the last home game for football, men's and women's basketball and women's volleyball.

The athletic department could increase or strengthen their relationship with Greek and other student organizations. Contacting the officers that facilitate and maintain their alumni relationships for each organization could provide greater reach for the athletic department. Students that graduate may not sign up for the universities alumni letters, but they may continue their contact with the organizations they were involved with during their attendance at EWU. Building a relationship with each organization will allow the athletic department to create specific games that would provide a 50% discount for the organizations alumni. Contact of club leaders will be conducted during between the months of June to August, within the next year. This will allow time for the athletic department and clubs and organizations to reorganize and possibly develop specific activities for the upcoming school year. Also having their organization's alumni events correlated with EWU games may increase attendance, possibly scheduling a dinner in the PUB 1 hour before the first football or basketball home game.

Strategy Five

The fifth strategy is increasing distribution of EWU and EWU athletic paraphernalia around the Spokane area. The limited distribution channels of EWU could be hindering brand equity among the Spokane community. Creating a more accessible and affordable means to purchase EWU athletic apparel will increase the athletic departments reach.

Tactics

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Eastern competes with other Universities selling apparel. Gonzaga and WSU have released the rights to their logo and shirts, hats, pants, coats, and other miscellaneous items with their logos appearing in many stores in the Spokane area and are cheaper than EWU clothing which only appears in the bookstore. Setting up a kiosk to sell EWU sports clothing and memorabilia should be set up in a Spokane mall; this will be comparable to the Seattle Mariners kiosk in Northtown Mall. One store should be contacted within the next year, this can be done during the month of September or June, September may be a good month because new fashions may come out for the next academic year and June could also be a good month because the bookstore may want to get rid of old inventory. A clothing line would also be most effective increasing brand awareness among Spokane residents.

Currently there are soft drink vending machines with promotional features of EWU athletics that is currently sitting in the warehouse; distribution of these machines throughout the Spokane area would also increase the reach of EWU athletics. Utilizing student athletes and volunteers with the use of a truck would be a cost effective method to distribute the machines in strategic areas. This may be done during the summer months of July, August and the beginning of September. There should be a minimum of 10 machines that will be distributed within the next two years.

Strategy Six

Currently Eastern Washington University hosts the Seattle Seahawks training camp during the summer months. During the occupation of the Seattle Seahawks, promotional activities for the EWU athletic department could be

conducted. This may provide a co branding opportunity for EWU sports with a NFL football team.

Tactics

During the month of July EWU football posters should be placed on the fence where the Seahawks practice. Other areas where the posters could be placed are the Phase 1 and in front of the Red Barn. A large banner with the slogan “ Home of the Eagles” should be placed on the wall of the physical education offices building facing Washington St. During the ending part of the Seahawks training camp, in the month of August, flyers will be handed out to visitors that will show the EWU football team’s upcoming schedule, with 50% discount coupons for the first regular season home game.

Implementation and Control

Strategy One

Post EWU football schedules in area bars and pubs. Post the schedules at the Season Ticket, Swinging Doors, the Screaming Yak, Fast Eddies and Players and Spectators. Five EWU players will be chosen to distribute the schedules in the bars and shops mentioned above. Two student players will volunteer at the Spokane Valley community center’s free Sunday lunch. The players will volunteer once every year at this lunch program as servers. Roadside cleanup will be also conducted once a year during the month of August by players and coaches.

The EWU athletic department staff should follow up to ensure that the posters maintain visibility. This will be done by a staff member of the athletic

department every three months throughout the academic year; starting in August and ending in July. After distributing the schedules, the benchmark for the increase in attendance is 15% in the first season. A count of non-student attendance will be conducted for the first football home game. Then a count of non-student attendance at the last football home game will be conducted to measure any increase that may occur after the implementation of strategy one.

Strategy Two

Conduct classroom and team practice visits to local high schools. The schools to visit are Mead, Shadle, Ferris, U-high and Cheney. Have a few players come from the football team to visit and practice with the football teams before the season begins. Then as basketball season begins, have a few players come visit basketball practices as well.

Visiting EWU athletes will hand out tickets to the players at the high school. Each high school athlete would receive one ticket to the next weekend's game. Have EWU basketball athletes go to the same high schools that the football team went. Have the EWU athletes practice with the team and then give out tickets to the next week's game. This will be one ticket per student. These tickets will have an identifying mark on them to signal where they came from, this will make counting the specific tickets that came from the high school students easier. A benchmark of 5 % increase from the first year will be set from the first game to the last game the high school students were given a ticket to.

During the football season have two family nights with dollar hot dogs and drinks in the parking lot before the game. Advertise this event on the TV commercials, through the alumni newsletters and through mailers to all alumni that are in the local area. To see results the university should designate an area for the family on that night. This will also help insure that the family will have a good experience at the event.

A count of the number of students sitting in the family area for the first home game will be conducted. A count of the number of people sitting in the “family area” in the second family night will be conducted. The benchmark is to increase the number of people sitting in that designated area by 5% from the first and last home game for each sport.

Strategy Three

Start TV advertisements for the football season. Have ads broadcast on channels KREM 2, WBN 22, and Fox 28. The commercials will run in the hours of 5 pm and 10 pm in correlation to the news. One new commercial should be implemented within the next year.

Kick off billboard advertisements on Division. Place the billboard on the corner of division and 2nd, for the duration of 3 months. Then relocate it further north on division. The ads should end with the statement “mention this ad and you will be entered in a half time drawing” that way EWU athletic staff could validate the effectiveness of ads. A count of the number of people mentioning the billboard ad will be tabulated and placed in a database to measure any increases or decreases in the publics’ awareness of the ad.

Strategy Four

Have the first annual kick off dance for alumni, staff and students. This would be a big outdoor party held in the mall in front of the Pub and Library. Have a tip off party for the first basketball game. The dance would be held in one of the pub rooms. Alumni, staff and students would all be invited. The arrangements of both parties will be organized in a collaborative effort between the athletic and the alumni departments.

Increase EWU athletic presence in the alumni electronic newsletter by doing a player profile for each letter release. At the end of the profile have a hyperlink to a landing page where there will be team information and the games schedule. This profile and landing page will change for football and basketball. In the newsletter, create a printable coupon for 50% off a ticket for one regular season game.

The ticket should have some distinguishable marks to signal that the person is a EWU alumnus. A count of the number of alumni attendance will be conducted throughout each sports season. The data will be tabulated and placed in a database; the information will be used to find any increases, trends or patterns of alumni attendance.

Strategy Five

Release EWU vending machines in Northtown mall and River Park Square. Open a kiosk in Northtown mall where people are able to buy EWU gear and apparel. This kiosk will run through to the end of the Christmas season. Sales should indicate results of the vending machines and kiosk. A benchmark of

10% increase in sales will be set from the initial opening of the kiosk to the end of the first year of operation.

Strategy Six

A banner should be made before the summer of 2004, so it can be placed on the outside wall of the athletics. Banner companies in Spokane like Quick Sign (509-534-8640), Signs Now (509-325-5899) and Tri State Sign Co. (509-535-7724) should be contacted during the spring quarter for estimates. Beginning from August 8th flyers will be handed out to visiting Seahawks fans alongside Washington St. The flyers will contain the EWU football schedule and invite the public to watch the EWU football practice held on Practice Field #1.

The flyers will also have a 50% coupon at the bottom of the flyer that can be used for the first EWU football team's home game. Numbers will be placed on the coupon to discourage counterfeiting and. A count of these coupons will be conducted after the first 2004 EWU football home game.

Summary

The most crucial element in creating a fan base of any athletic program is having a winning team. In recent years, EWU has been able to put together competitive teams with proven success, but is still having difficulties drawing large crowds. There are other means of reaching fans to support these competitive teams. EWU has the advantage of a large target market being in the Spokane area, as well as, alumni supporters that can be targeted to obtain more fans.

One strategy to increase attendance at athletic events is to create strong brand awareness. A second strategy is to develop an early and long-lasting relationship with residents of Spokane and alumni of EWU. Another strategy is to develop an advertising campaign that will appeal to non-student groups living in the Spokane area. The strategy of strengthening relationships between the Athletic Department and the EWU clubs and organizations is an outlet to reach more alumni of those clubs organizations through their newsletters and events. The last strategy is the increasing of distribution of EWU paraphernalia to the Spokane area.

To implement these strategies, the EWU athletic department is advised to follow the provided calendar of tasks which will serve as a timeline to aide in reaching the ultimate goal of increasing attendance.