



Grand Rapid Griffins Professional Marketing Plan

**Christine Bukowski
Elizabeth Gray
Trevor Parnell
Kyle Rhody
Cassandra Younce**



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History

The Grand Rapids Griffins are a professional hockey team in the American Hockey League (AHL). They play in Grand Rapids in the Van Andel Arena. . Van Andel Arena is the Grand Rapids Griffins host arena and was opened in 1996. The Grand Rapids Griffins don't own Van Andel arena though, Grand Rapids-Kent County Convention/Arena Authority owns the arena and SMG Management is the operator. The Griffins have played in Van Andel since 1996 when it opened and when the franchise first started .The griffins are the AHL affiliate to the Detroit Red Wings of the National Hockey League (NHL). The franchise first started in the now outdated International Hockey League (IHL) in 1996 and merged into the AHL in 2001. The team is part of the Western conference in the Northern division. Their colors are red, navy, gold and silver. Out of the teams history their have been a couple of notable players, Jiri Hudler, Niklas Kronwall, Sean Avery and Darren McCarty. The only player to have his number retired in team history is Travis Richards. The team has also won several titles and championships over the years;

Regular season titles:	1 IHL 2000–01 1 AHL 2005–06
Division Championships:	2 IHL 1999–00, 2000–01
	3 AHL 2001–02, 2002–03, 2005–06
Conference Championships:	1 IHL 1999–00





Organization's Philosophies

“The most important thing for an affiliation is that there is common ground in respect to common goals,” said Griffins general manager Bob McNamara. “You need to have an understanding of what’s expected of both organizations.”

“You want to be able to develop players in a certain way,” McNamara said. “Detroit’s philosophy is they want their players to develop in a winning environment.

“From our perspective, we want to develop players for the Detroit Red Wings, but we most certainly want to win as well. It’s that common goal of getting the players to develop a winning, ‘hate-to-lose’ attitude that makes us successful.”

Red Wings assistant general manager Jim Nill “at least every couple of days” to share status reports on their respective teams, as well as to ascertain how players are performing and whether there might be a potential call-up due to injury.

“By the same token, (Griffins coach) Curt Fraser is on the phone with (Red Wings coach) Mike Babcock all the time, so there’s communication at all levels, whether it’s management or coaching staff,” McNamara said. “You need constant communication to be successful.”

“I believe what we have here is a mentor program,” Holland said, alluding to the practice of veteran players taking younger players under their wing.

Their philosophy is they want players to be NHL-ready so when they step into the lineup, they can have an impact,” McNamara said. “They don’t want a young guy who’s only going to play three or four minutes and not hurt them. They want guys who are going to play significant roles.”

Grand Rapids Griffins Organizational Structure



Ownership
Dan DeVos- Owner/President & CEO

Chief Operating Officer
Scott Gorsline- COO/ Alternate Governor

Executives
Tim Gortsema- Sr. VP of Business Operations
Bob Kaser- VP of Community Relations and Broadcasting
Sean Wright- VP of Corporate Sales
Jon Beilstein- VP of Ticketing and Game Operations

Hockey Operations
7 full-time staff

Public & Community Relations
5 full- time staff
3 interns

Sales & Marketing
11 full- time staff
6 interns

Finance & Admin/ Ticket Operations
4 full- time staff

Griff's Icehouse @ Belknap Park

- No part- time staff is hired for off- ice community events.
- Part- time employees work on game days as ushers, ticket takers, operations and maintenance.
- Volunteers are used for community events such as “Put a Lid On It” and the “Great Skate Winterfest”.



Organization Programs

The Grand Rapids Griffins organization takes great pride in its interactions with the West Michigan community. In addition to developing many unique and successful programs, the Griffins make nearly 300 players, coach and mascot appearances each season.

As their efforts have evolved, the Griffins have focused on developing a variety of programs to raise money for charity. These endeavors enabled the Griffins to generate more than \$2.1 million for various schools, organizations and non-profits during the past seven seasons alone, and earned the franchise the AHL's 2008-09 Western Conference community service award. There are a total of 80 games in the Grand Rapids Griffins' season, 40 of which are home games.

The Grand Rapids Griffins are housed in the Van Andel Arena, which is also home to many concerts and events throughout the year. Some of the events include tradeshow, conferences, banquets, and fundraisers. Many of these events also help the community.

The Griffins will continue striving to enhance their community by touching thousands of lives through their dynamic programs, which include:

I. GREAT SKATE WINTERFEST: The Great Skate debuted in 2002 as a 24-hour ice skating marathon held at the outdoor Rosa Parks Circle Ice Rink in downtown Grand Rapids, with every Griffins player and coach skating for at least one hour around the clock with fans. In 2009, the event expanded into a two-day Winterfest, with skating, winter sports demonstrations, games and activities as part of a celebration of winter in our city. This year's Winterfest will begin on Saturday, Jan. 30 and conclude with The Great Skate, which will run from 10 p.m. on Jan. 30 until 10 p.m. on Sunday, Jan. 31. Proceeds will once again benefit the Griffins Youth Foundation.

II. GROWING WITH THE GRIFFINS: In conjunction with partners such as Helen DeVos Children's Hospital and Cole's Quality Foods, Growing With The Griffins supports Grand Rapids-area youth hockey programs and the Griffins Youth Foundation. As part of this initiative, Griffins players make several visits to youth hockey practices to hand out t-shirts and help teach fundamentals of hockey. Most importantly, they emphasize the five core values of Cornerstone University's Champions of Character program: Respect, Responsibility, Integrity, Servant Leadership and Sportsmanship. The players touch the lives of youngsters in eight area youth hockey associations (East Grand

Rapids Amateur Hockey, Grand Rapids Amateur Hockey, Grand Valley Amateur Hockey, Hockey Association of West Kent, Holland Amateur Hockey, Kentwood Amateur Hockey, Rockford Amateur Hockey, and Southside Amateur Hockey) as well as those who participate in various Youth Foundation programs. Sponsors provide opportunities for these youth hockey teams to play at Van Andel Arena on Saturday afternoons and attend Griffins games on those nights.

III. PUT A LID ON IT: The Griffins, in recognition of the importance of wearing helmets during bicycling and other outdoor activities, eagerly take that message to the streets and kids of West Michigan. Helen DeVos Children's Hospital is the presenting sponsor of "Put A Lid On" It, whose ultimate goal is to help prevent brain and neurological injuries among pre-K through middle school children. In recognition of its success, the program earned the 2007 Prevention Award from the Michigan Brain Injury Association. Posters featuring Griffins players, professional cyclists and children wearing their helmets have been distributed to West Michigan schools, libraries, bike and skate shops and other public and retail establishments. Other aspects of the program include a ticket reward program for kids who wear their helmets and donations of helmets to Greater Grand Rapids Safe Kids and the kid's race participants at the 2009 Meijer Grand Cycling Classic.

IV. CHARITABLE GOALS: Local companies team with Griffins players to help raise money for various charities. Every time the player scores a goal or records a point, the company donates \$50 or \$100 towards a mutually agreed upon charity.

V. YOUTH FOUNDATION GOLF TOURNAMENT: The 15th annual Griffins Youth Foundation Golf Classic, held on Sept. 1, 2009 at Egypt Valley Country Club, raised more than \$80,000 for the Youth Foundation and the underprivileged and underserved kids it supports. In addition to Griffins players and coaches, several other celebrities from the hockey world have attended this premier event in recent years, including Darren McCarty, Mike Knuble, Detroit Red Wings GM Ken Holland, assistant GM Jim Nill and broadcaster Ken Kal, and Jack O'Callahan and Ken Morrow, members of the 1980 "Miracle on Ice" U.S. Olympic Team. The 2010 event is set for Monday, Aug. 30 at Egypt Valley.

VI. GRIFFINS VS. SLED WINGS GAME: In one of the most unique events anywhere involving a professional sports team, the Griffins each season play a spirited game of sled hockey against the Grand Rapids Sled Wings, a talented team of physically challenged teenagers sponsored by the Griffins Youth Foundation in partnership with Mary Free Bed Rehabilitation Hospital. This season's fifth-annual game is set for Jan. 12, 2010 at Griff's IceHouse, and proceeds will again benefit both the Griffins Youth Foundation and the Sled Wings.

VII. GRIFF'S READING GOALS: Twice each season, the Griffins reward young readers through the Griff's Reading Goals program. In cooperation with the Kent

Intermediate School District and the Ottawa Area Intermediate School District, special bookmarks are distributed to Pre-K through eighth grade students, offering rewards for every hour that they read. Pepsi and local businesses offer prizes for the first and second hours of reading, while kids who total three hours of reading receive two free tickets to a select Griffins game.

VIII. PUPS AND PUCKS FALL WALK-A-THON: The Griffins will hold their second annual Pups and Pucks Fall Walk-a-Thon on Monday, Oct. 12 at Mackenzie's Animal Sanctuary in Lake Odessa. Griffins players, coaches and front office staff will walk rescued dogs for pledges collected by members of the Griffins Booster Club. Presented by Beene Garter LLP, the event invites all animal lovers to attend – with or without a dog to walk – and enjoy a host of activities that include live music, a BBQ dinner, hay rides and a K-9 costume contest. Last year's inaugural walk-a-thon raised nearly \$15,000 for Mackenzie's, the Midwest's largest no-kill sanctuary.

IX. PUCK PALS: Introduced during the 2001-02 season, the Puck Pals program features Griffins players teaming up with local organizations to serve as spokesmen and role models. Players voice PSAs and attend functions and events, helping raise money for charities like the American Cancer Society, the Make-a-Wish Foundation, and the Pursuing a Dream Foundation.

X. PUCKS FOR PLATES: After partnering with the statewide law firm of Garan Lucow Miller, P.C. and renewing a community relations initiative that originated in 2004, the Griffins raised nearly \$7,000 for downtown missions last season through their Pucks for Plates program. At select Griffins home games and locations throughout the community, 60 boys from Grandville Boy Scout Troop 292 sold more than 600 specially designed pucks autographed by Griffins players and Red Wings personalities. Guiding Light Mission, God's Kitchen, Degage Ministries and Mel Trotter Ministries were the primary beneficiaries of the efforts.

XI. STICK WITH SCHOOL: Players and staff make several visits to local schools each season as part of the "Stick with School" program, presented by Dean Foods. They relate their life stories and how they came to be professional athletes, while preaching the importance of working hard in school. The players sign a stick and ask that it be displayed in a prominent area so that students are reminded to "Stick with School."

XII. TIP-A-GRIFFIN: On Nov. 16, Griffins players and coaches will serve food and wait tables at seven Grand Rapids-area Applebee's restaurants, with tips and auction proceeds benefiting Habitat for Humanity of Kent County. The popular promotion raised more than \$50,000 for various charities during its first five years.

XIII. YOUTH HOCKEY CAMP: The Griffins Youth Hockey Camp, held each August at Griff's IceHouse at Belknap Park, features current and former Griffins

players teaming up to share their experiences, both on and off the ice, with children 6-16 years of age. Local products Mike Knuble of the Washington Capitals and Justin Abdelkader of the Griffins/Red Wings served as on-ice instructors for the 2009 camp, along with Griffins assistant coach and two-time Stanley Cup winner Jim Paek.

XIV. BETTER HALVES: Introduced in Dec. 2003, players' wives and girlfriends team up to assist the Griffins in their community endeavors. Among other charitable activities, the Better Halves raffle a specially decorated Christmas tree each year, with proceeds assisting The Grand Rapids Press' Santa Claus Girls program. Approximately \$2,000 is raised to assist needy families during the holiday season.

XV. HOCKEY FOR THE HEART: Introduced in Jan. 2006, the Hockey for the Heart program features several initiatives to help raise money for the American Heart Association. Through the program, which supports the association's mission of reducing disability and death from cardiovascular diseases and stroke, Huntington Bank and Fox Motors will jointly donate \$100 to the association for every goal the Griffins score at home during the 2009-10 season.

XVI. PUMPING GAS: In another fan-friendly promotion to be introduced this season, Griffins players will gather at three Marathon Oil stations in the Grand Rapids area on March 9, 2010 to pump gas for tips, which will be donated to charity.

GRIFFINS YOUTH FOUNDATION PROGRAMMING: All programs are FREE. Equipment and ice time are provided by the GRGYF.

OLYMPIC DIVISION: Hockey instruction and games for first, second and third grade children.

ADAMS DIVISION: Hockey instruction and games for fourth, fifth and sixth grade children.

NORRIS DIVISION: Hockey instruction and games for seventh, eighth and ninth grade children.

GIRL SCOUT HOCKEY: In partnership with the Girl Scouts of Michigan Trails, this instructional hockey program is made up of area girls in grades 5-9 and consists of an all-female coaching staff.

SLED HOCKEY: Hockey instruction for physically challenged youth. Sled hockey rules are virtually identical to traditional hockey, except participants are on bladed sleds. The Grand Rapids Sled Wings, a team of physically challenged teenagers, are sponsored by the foundation in partnership with Mary Free Bed Rehabilitation Hospital. They began the first junior-level sled hockey team in Michigan upon their founding in 2001.

OPEN-SKATING PROGRAMS: In addition to hockey programming we also offer ice skating opportunities, including holiday lunch skates and Special Olympics speed skating.

ROSA PARKS CIRCLE: We also provide all the skates for Rosa Parks Circle Ice Rink, the downtown outdoor ice rink that draws over 20,000 visitors per year.

EXAMPLE OF Promotions on Game Nights

Date: Wednesday March 31, 2010

Time: 6:00 PM

Winning Wednesday: If the Griffins win, each fan in attendance will receive a free ticket to the Griffins vs. Rochester Americans game on April 7.

Library Night: Fans who present their Grand Rapids Public Library card or Kent District Library Card at the Van Andel Arena box office on the night of the game or at The Zone anytime during the store's regular business hours can purchase a lower bowl ticket for just \$10 - a savings of \$7! Limit four tickets per card per person.

Post-Game Party: Join the players and coaches for a post-game party at Ritz Koney Bar & Grille.

****Information provided about the Grand Rapids Griffins events can be found at [www. griffinshockey.com](http://www.griffinshockey.com)****

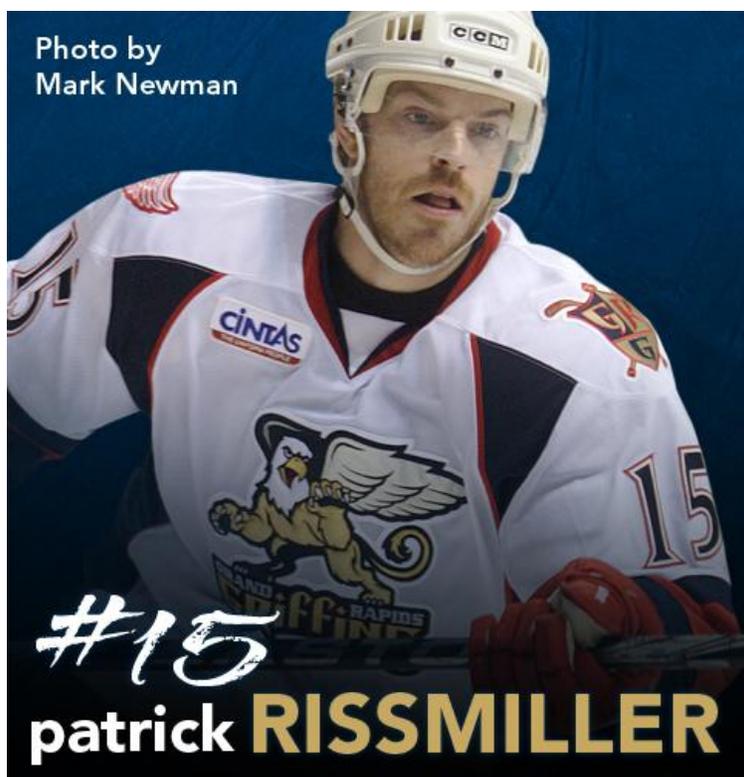


Financial History

This is the average breakdown that we could figure out from the information that the Grand Rapids Griffins provided us with.

An average the attendance for a Grand Rapids Griffins Game is about 7,000 people. This is a mixture of families, students and singles. The number is unknown of how many are in each group. However, taking into account the average ticket price for a hockey game is \$18.00, the revenue per game \$126,000.

In an average season, there are 40 home games. The average total revenue in ticket sales would be around \$504,000. This is just in ticket revenue and not taking into account the number of season packages are sold, revenue from concessions and merchandise stands, venue rental, and other programs that they Griffin hold during the season.





Consumer Demand

- Grand Rapids Griffins, a minor league affiliate to Detroit Red Wings, started their first season in 1996 and had roughly 7,000 season ticket holders
- After their first year full season ticket holders have decreased each year, rounding to approximately 17% of total ticket sales.
- Although, the economy has been at a steady decline the past few years the Griffins, the individual season ticket holders have remained relatively even each year.
- Businesses have been forced to drop the majority of their season tickets due to business related services and the current recession. Despite businesses dropping their season packages, business dominated the group sales at 44% throughout last season (2008-2009).
- Single-game and promotional games have brought many fans into the Van Andel Arena increasing the average attendance to approximately 6,500 of the current season (2009-2010).
- In the 2008-2009 season the Griffins focused on small group packages and groups sales more so than the decreasing season ticket packages. This plan is proposed to increase the attendance per game for the non-season ticket holder.
- The largest age group in attendance for the games is from 35-45 at 29%.
- The majority of fans at the Griffins games are males at 60% with the other 40% being female.





Strategic Objectives and Goals

- Improve the Griffins' social media through Facebook, Twitter, Youtube, radio, television, etc.
- To increase group sales many single game ticket packages will be promoted.
- To increase college attendance at games through the college night games and other home games.
- Increase revenue through ticket sales and vendors.
- With the season coming to a close shortly the Griffins have had one sell out, but are anticipating 3 or 4 more sellouts.
- Continue to reach out to our largest age group of 35-45 through family and other generational promotional or special offers.
- Find a more creative and effective way to reaching out to colleges in the Grand Rapids area.





Historic Marketing Materials

Logo:

The logo of the Grand Rapids Griffins is very clean and tells a lot about the brand image that the organization wants to portray. The griffin in mythology is powerful and a rarity amongst the human world. They are seen to be loyal and trustworthy to it friends and teammates. It is also a logo that is easily recognized amongst the AHL. The main logo has a griffin on top of the “word” logo seen here.

Slogan:



The slogan of the Grand Rapids Griffins is similar to many AHL teams. This is mainly because they are all one below the NHL and are the farm team of a certain NHL team. The Griffins are the farm team of the Detroit Red Wings. Their slogan **“It all starts here...”** is a very good one and states that every place has a certain starting point and from there it is only going up. The Griffins are constantly moving from AHL to debuting in the NHL while Red Wings players are out and injured for time. They all get their shot at going pro and are time called up during the season before the draft commences for the upcoming season.

Historic Marketing Materials:

The Griffins utilizes several marketing materials to get themselves into the clients mind. They do several things with children of all ages from Zamboni rides to a Kids Club, and a safety program promoting the use of helmets. They also have a foundation for the youth in Grand Rapids promoting academic excellence, healthy living, and community involvement amongst students.



Out side of things for children, the Griffins are also involved with the social networking and marketing of their company. They are involved in Facebook and Twitter promoting to college students their specials for game night to get college students into the arena and

fill the seats. They have several marketing deals directed towards college students involving “Dollar Beers, Dollar Dogs” nights and “College Nights” involving discount to student coming to the game.



However, the most seen out of all the marketing materials is their mascot, Griff the Griffin. Griff is the mascot for the team that does public appearance and events for the Griffins team. He is always around the games and gets the crowds involved with the game and giveaways. Griff is also the start of the Griffins practice arena called “Griff’s Icehouse”.



Many of the marketing communications that the Griffins use are through their websites and promotions of their ticket sales. For ticket sales, like the Saginaw Spirit, they utilize the local channels for distribution of their product and marketing materials. This would be having several radio ads, television ads and a partnership with local business. Meijer on the eastern half of the state promotes Saginaw Spirit. The Griffins would use this channel of marketing because of the relation that AHL and OHL have with Meijer Inc. Meijer is also a Grand Rapid company so the relation should be there if it is not.



Strategic Marketing Plan : Grand Rapid Griffins (AHL Hockey)
Strengths, Weaknesses, Opportunities, and Threats

<p>STRENGTHS:</p> <ul style="list-style-type: none"> • Connection with Detroit Red Wings <ul style="list-style-type: none"> ◦ Constant movement from one to another of players • Location In Grand Rapids • Mascot • Promotions <ul style="list-style-type: none"> ◦ Dollar Beers, Dollar Dogs ◦ College Night*** ◦ Deals on 4-Packs of tickets ◦ Special Offers ◦ Giveaways ◦ Autograph Sessions/Party ◦ Taking Ice after the game ◦ Free ticket if there is a win ◦ Winning a Zamboni Ride • Social Networking (Facebook/Twitter) • Getting out to all kinds of people <ul style="list-style-type: none"> ◦ Star Wars Night (3/6) • Connection with Colleges <ul style="list-style-type: none"> ◦ College nights ◦ Spring Break Party W/ beach towel giveaway • Sport of Hockey is growing due to Olympic popularity • Community Involvement • Bundling with the NHL network • Job Opportunities page 			
<p>WEAKNESSES:</p> <ul style="list-style-type: none"> • Marketing tactics to those around Grand Rapids • Website: too much clutter • Game nights on week days <ul style="list-style-type: none"> ◦ Promotions more during these days • Getting to colleges outside of the Grand Rapids area • Seem to promote a lot however it is heavy <ul style="list-style-type: none"> ◦ Cluttering of advertisements • Very limited to getting children to week end events? <ul style="list-style-type: none"> ◦ Seem to advertise to mainly colleges, and not children (except Youth Hockey) • Bundling with the NHL network <ul style="list-style-type: none"> ◦ Not everyone gets the NHL network or wants to pay the money for it • Not a lot of merchandise for online sales • Possibly too many promotions <ul style="list-style-type: none"> ◦ Are they gaining any revenue? • Time Management on their part of getting back to you • Not a winning team ??? 			
<p>OPPORTUNITIES:</p> <ul style="list-style-type: none"> • Renovate the website to be accessible to all • Connection to campus within a 2 hour vicinity <ul style="list-style-type: none"> ◦ Celebrity Endorsement ◦ Similar to Stephen Colbert • Doing military nights for veterans • Bundle package <ul style="list-style-type: none"> ◦ Doing a week/day night game (Griffins) and then a weekend home game (Red Wings) ◦ Getting seats filled? • Developing better connection with kids outside of youth hockey...for specifically hockey games...not foundations/ clubs • Olympic involvement with those players that participated in the 2010 Olympics 			
<p>THREATS:</p> <ul style="list-style-type: none"> • Other hockey leagues in Michigan • Anyone with discretionary income • Companies for sponsorship of game nights • At the end of the season/ during playoffs--baseball season starts • Collegel/university events • Colleges closer to other hockey events <ul style="list-style-type: none"> ◦ Saginaw Spirit • Kid events going on around Grand Rapids • Other known mascots! <ul style="list-style-type: none"> ◦ Stephen Colbert's Saginaw Spirit Mascot: Steagle Colbeagle ◦ Celebrity Endorsement?? • Economy: Companies may drop their sponsorships due to budget cuts 			



Research Assessments

Global Assessments:

- 34.3% of United States households have one or more people living there under 18 years of age. (U.S. Census Bureau, American Community Survey, 2006).
- The median household income of Michigan is \$49,694. (U.S. Census Bureau, American Community Survey, 2006).
- The Michigan unemployment rate is 9.5% (U.S. Census Bureau, American Community Survey, 2006).
- The child dependency ratio for Michigan ranks 24th in the United States at 37.9; child dependency ratio is the ratio of the children population (0-14 years) per person of working age (15-64 years). (U.S. Census Bureau, American Community Survey, 2006).
- The median hourly wage in Michigan is \$16.22 (Bureau of Labor Statistics, 2008).

Industry Assessments:

- 1.2% of the United States population attends sporting or recreational events per day. (American Time Use Survey, Bureau of Labor Statistics, 2008).
- Of the 1.2% of persons who attend sporting or recreational events, they average 2.96 hours per day engaged in that activity. (American Time Use Survey, Bureau of Labor Statistics, 2008).
- The Hershey Bears lead the AHL in attendance, averaging 9,369 fans per game (theahl.com, attendance report, 2009).
- The AHL is averaging 4,582 fans per game, down 1.2% from 2009 to 2010. (SportsBusinessDaily, 2010).
- Interest in American hockey has increased. There was an increase in viewership of 61% from the 2002 gold medal hockey game in the winter Olympics to the 2010 gold medal hockey game. (thetranscript.com, 2010).

Market Assessments:

- 6.58% of the Grand Rapids, MI population is between the ages of 13 and 17. (U.S. Census Bureau, American Community Survey, 2006).

- The highest percentage of people in Grand Rapids, MI is age 15-44 at 41.8%. (U.S. Census Bureau, American Community Survey, 2006).
- 18.8% of the Grand Rapids, MI population has an average income of \$50,000-74,999, the highest percentage in Grand Rapids, MI. (U.S. Census Bureau, American Community Survey, 2006).
- 44.2% of teenagers in Grand Rapids, MI are in the labor force. (U.S. Census Bureau, American Community Survey, 2006).
- The percentage of teens who say they follow the National Hockey League closely has dropped from 45% to 35% since 1992. (The Emerging Millennials, 2010).

Primary Research Project:

After going through the global, industry, and market assessments there is one primary research project that should be conducted in the Grand Rapids Griffins organization. I believe that the Griffins should conduct a questionnaire to teenagers within the Grand Rapids area. This questionnaire could gauge the hockey interest of teenagers. Some of the questions should be based around what teens would like to see at Griffins games as well as what they like about what is being done currently. I would also pose questions to them about what types of things they are seeking from a leisure experience. Seeing as how the percentage of teens interested in hockey has decreased, it would be important to try and increase this number.

Research Summary:

The Grand Rapids Griffins try to target college students the most because it is their highest percentage of their fan base. However, the teen market is where work is needed. Teen interest in hockey is dwindling, down to 35%, so the Griffins need to find ways to try and make this number increase. Also, attendance at AHL games is down from past years, so the Griffins need to offer unique experiences for every range of fans to give them a reason to go to games. Also, the percentage of teenagers in the labor force is relatively high, meaning they have disposable income. The Griffins would be smart to offer some type of discounted price to teenagers because although they have disposable income, many of these teens have jobs that pay minimum wage. Teens have a limited amount of money, so the Griffins experience must be worth their while in order for them to spend it on a Grand Rapids Griffins hockey game. The Grand Rapids Griffins will shift the marketing focus to try and offer things that this market will be interested in based on all of the assessments that were made.



Target Market Assessment

Market Segment: High School students ages 13-17 in Grand Rapids, MI interested in recreational hockey.

I. Demographics

High school students age 13-17 male or female

Living in the Grand Rapids city area

II. Psychographic/ Lifestyle

Values social interaction with peers

Searches for time with peers outside of school

Values time without parental supervision

III. Behavioristic

Wants leisure experiences with peers as well as recreation- based activities spent during discretionary time.

Spends discretionary income on movies with peers, clothes, and gas for transportation

IV. Targeted Media

Radio stations in the Grand Rapids area.

Websites such as Grand Rapids Griffins website, individual high school's websites

E-mail/ regular mailing list from schools to mail directly to individuals.

Grand Rapids area newspapers

Flyers for after school program handed out at high schools as well as posted at other recreational facilities. (Shopping malls, bowling alleys, movie theaters, sports/ fitness centers, recreation centers.)

School announcements

Social networking sites such as Facebook, Twitter, and MySpace.

V. Justification of Selected Market

This target market was selected for a variety of crucial reasons. The competition of other sports venues, YMCA's , and recreation centers in the Grand Rapids area are not currently offering anything for people in this market segment. By creating an after school program for this group, it would give them a chance to socialize with peers while still engaging in a fun recreational experience. Also, the attendance at Grand Rapids Griffins games definitely lacks the 13-17 year old age group. The organization needs to boost the number of this segment in the attendance of games. As before mentioned an after school

program would be created for this group of individuals to help them engage in a fun recreation based experience.

Size/ Demand of Target Market:

High School students age 13-17 in Grand Rapids, MI interested in recreational hockey.

Grand Rapids, Michigan Area

Ages 13-14= 2.4% of total population (187,695)

Ages 15-17= 4.1% of total population (187,695)

Two age groups combined, ages 13-17= 6.58% of total population (187,695)

People age 13-17 living in Grand Rapids, Michigan= 12,350

Grand Rapids Griffins attendance averages 6,500 per game.

Estimated 6.58% of attendance is 13-17 year olds

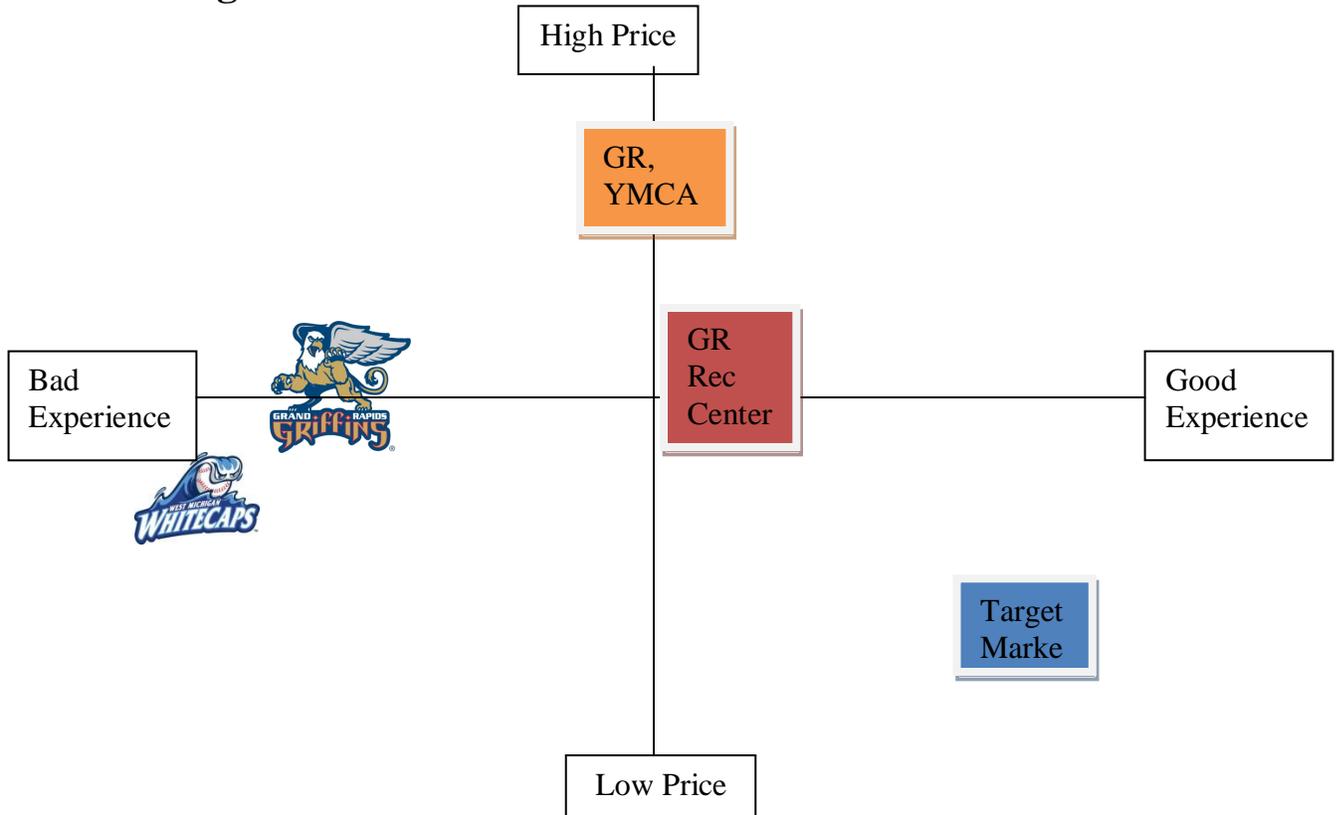
Estimated 428 people ages 13-17 years old attend Grand Rapids Griffins games on average.

Sources: factfinder.census.gov

E-mail contact with member of Grand Rapids Griffins organization



Positioning Assessment



This positioning chart suggests a few things. The target market is looking for a good experience at a low cost. The Grand Rapids Griffins are currently in a position where they offer a good experience at a moderate price. On the other hand, many of the competitors are just as far away, if not further from the target market than the Griffins. This chart shows that in order for the Griffins to get to the target market, they must offer lower prices without sacrificing at all on experience.

SMART Marketing Objective:

Increase the number of high school students ages 13-17 in Grand Rapids, MI interested in recreational hockey from an estimated 6.58% to 12% of total attendance by the end of the 2011 season.

Competitive Analysis

Your Agency: Grand Rapids Griffins

Your Name: Trevor Parnell

Your Competitor: West Michigan Whitecaps. Fifth Third Ballpark- 4500 West River Drive, Comstock Park, MI 49321 (616)- 784- 4131

Today's Date: 3-18-10

	Attributes of Your Agency	Attributes of Your Competitor
<i>Size</i> (i.e. square feet, # of seats)	Seating capacity= 12,000 Arena floor- 85' x 200' for hockey competition	Seating capacity= 10,000 Baseball field- 109,00 sq. feet
<i>Features</i> (detail)	Fundraising opportunities Fan ticket packages Gameday promotions (\$1 days) Group ticket packages Community events: Youth foundation Griffins kids club	Fundraising opportunities Game day promotions Group packages: rent BBQ area Youth clinics Reading club
<i>Fees</i> (i.e. individual, group)	Single game: \$5-30 Season tickets: \$440- 1,056 20/10 game plans Group ticket prices Youth hockey packages	Single game: \$5-13 Season tickets: \$245-774 35/10 game plans Group tickets: \$1 discount per ticket
<i>Market segments served/focus</i>	College students Sports fans/ hockey watchers	Families Children Sports fans/ baseball watchers
<i>Other/misc.</i>	Do not own Van Andel arena Griff's Icehouse: practice facility Located in Downtown Grand Rapids Arena doubles as AFL stadium Hosts non sporting events	Owns Fifth Third Ballpark Located in Comstock Park, outside of Grand Rapids Hosts non sporting events

Explanation of Competitive Analysis



Van Andel Arena- Grand Rapids Griffins



Fifth Third Ballpark-West Michigan Whitecaps

A major competitor of the Grand Rapids Griffins is the West Michigan Whitecaps. The Whitecaps play at Fifth Third Ballpark, whereas the Griffins play at Van Andel Arena. Starting with size of these venues, Van Andel Arena seats 12,000 as opposed to Fifth Third Ballpark's seating capacity of 10,000. Size is not a huge factor in determining competition between the two teams.

The biggest competitive advantage comes when these two teams are playing at the same time. More often than not, the average consumer will choose to go to a Whitecaps game over a Griffins game. The reason for this is most likely attribute to an external factor: the weather. People want to go to baseball games when the weather is nice rather than sitting in an indoor arena. As for features, the Griffins offer many of the same features as the Whitecaps. However, the community events and the Griffins kids club are two selling points to potential customers. Fees to attend games at these two venues are relatively similar, with the Whitecaps games being a little bit cheaper. Premium seating for Griffins games is much more expensive than that of the Whitecaps. Game plans as well as group ticket discounts are offered from each organization. The Grand Rapids Griffins try to target college students because it makes up the majority of their fan base. On the other hand, the Whitecaps cater more to families and children, while both attract the casual sports fans.

The Whitecaps own their own venue which gives them more flexibility in determining prices for anything at the ballpark. The Griffins do not own Van Andel Arena so it is hard to implement pricing for a variety of game day elements. The Griffins however do run their practice facility, Griff's Icehouse, which gives them an advantage over the Whitecaps. They run programs out of Griff's Icehouse for fans to come watch practices. They also host many events at the practice facility to bring in extra revenue. Van Andel Arena also doubles as the home of the AFL's Grand Rapids Rampage which brings in more revenue; however the AFL is in a one year lockout.

Each of these two facilities hosts non sporting events such as concerts and convention; however Van Andel Arena has much more flexibility in this area. The arena can host almost anything regardless of outside weather conditions whereas Fifth Third Ballpark is restricted in that aspect.

After looking at the competitive analysis of these two organizations, I have concluded that the Grand Rapids Griffins have more opportunities for fans to have a great experience. They offer more “game day” promotions as well as promotional activities. Also, the location of Downtown Grand Rapids attracts a larger fan base being the city rather than Fifth Third Ballpark, which is located in Comstock Park just outside Grand Rapids. A large selling point for the Grand Rapids Griffins is also that Grand Rapids is the last stop players will have before they reach the NHL. These players are the next great NHL stars and the competition is greater than that of the West Michigan Whitecaps. For the Whitecaps, the competition is Single A baseball which is the first step for baseball players out of high school and college. It is a long way to the MLB for them, so the Griffins have a greater talent level that they can market to the fans.





Strategic Marketing Plan- High School Students Ages 13-17 in Grand Rapids, MI interested in recreational hockey.
Strengths, Weaknesses, Opportunities, and Threats

STRENGTHS:

- Connection with Detroit Red Wings
- Constant movement from one another of players
- Location in Grand Rapids
- Mascot
- Promotions
- Deals on 4- packs of tickets
- Special offers
- Giveaways
- Autograph sessions
- Taking ice after game
- Free ticket if Griffins win
- Winning a zamboni ride
- Social Networking (Facebook/ Twitter)
- Getting out to all kinds of teens
- Sport of hockey is growing due to Olympic popularity
- Community involvement
- Bundling with the NHL network
- Job Opportunities page

WEAKNESSES:

- Marketing tactics to teens around Grand Rapids
- Website: too much clutter
- Game nights on week days
- Promotions more during these days
- Seem to promote a lot however it's heavy
- Cluttering of ads
- Very limited to getting teens to weekend events
- Advertise mainly to colleges and not youth besides youth hockey
- Bundling with the NHL network
- Parents of teens might not have money to pay for NHL network
- Not a lot of merchandise for online sales
- Possibly too many promotions
- Are they gaining revenue?
- No after school program offered
- Little marketing efforts towards teens

OPPORTUNITIES:

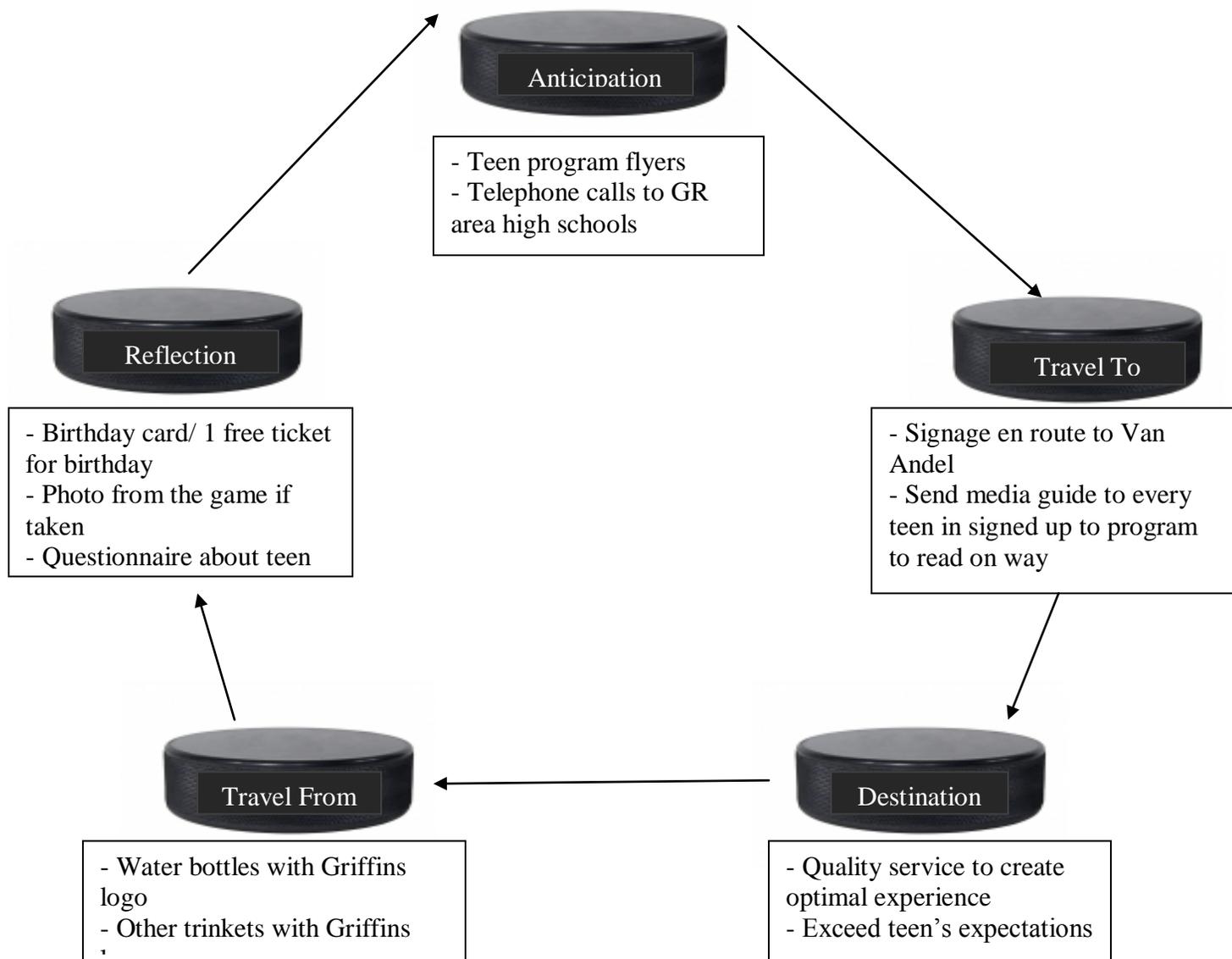
- Renovate the website to be accessible to all
- Celebrity endorsement
- Similar to Stephen Colbert
- Bundle packages
- Doing a weekday night game (Griffins) and then a weekend home game (Red Wings)
- Developing a better connection with teens outside of youth hockey, for specifically hockey games, not foundations/ clubs.
- Olympic involvement with those players that participated in the 2010 Olympics
- Connection to Grand Rapids area high schools

THREATS:

- Other hockey leagues in Michigan
- Any one with discretionary income
- Companies for sponsorship of game nights (ones that appeal to teens)
- At the end of the season/ during playoffs- baseball season starts
- Teen events going on around Grand Rapids
- Grand Valley State University hockey games
- Other known mascots
- Celebrity endorsement?
- Economy
- Other entertainment venues in Grand Rapids area
- Price of tickets not being able to meet the needs of teens



5 Phases of a Leisure Experience





Marketing Mix

Offerings:

- Create after school program for high school students that will allow them time with their peers away from parents. Transportation provided in cost; will need chaperones
- Promotions catered to the teen market to interest them to come to games.
- High school athletic team field trips to Griffin's games at the special group rates
- Lock-in/ New Years Eve party at Van Andel Arena with things catered to hockey and the Griffins.
- Griffins promotional video aired during high school announcements to get the word out about teen service offerings as well as the new teen program
- E-mailing list for everyone interested in Griffins hockey or the teen program

Distribution:

- Discount coupons on the back of movie tickets and store receipts because the places teens usually tend to recreate are at movie theaters and shopping malls.
- Create a high school assembly program in which hockey sticks, goals, and other hands on hockey equipment can be used by the students in order to enhance interest in Griffins hockey. (Bring a Griffins players with you to help with experience)
- Post after school program in all local Grand Rapids area high schools
- Grant commission to area high schools for each ticket sold to a student. This will increase the want of the high school administrators to sell the tickets.

Pricing:

- Discounted ticket prices for after school program as well as with the proof of a Grand Rapids area high school I.D.
- Generate a profit from higher teen ticket sales
- Discounted ticket prices for day time games as well as the field trip prices previously mentioned



Promotional Mix

Brand:

- Create a logo for the after school teen program. This logo should incorporate the current Griffin's logo with minor modifications, if any. Here is an example with a slogan for the teen program:

Griffins Teen Program



**Make it your mission
to come see the Griffins!**

- Logo: The current Grand Rapids Griffins logo is just fine the way it is. No changes should be made to the logo. It is very recognizable and changing it would cause confusion among fans. The colors and style of the logo and writing is perfect for the vision and goals of the organization.



Promotional Mix Continued

Collateral:

- E-mail and snail mailing flyers and newsletters sent to high school teens on a monthly basis
- Stuffed animal Griffins handed out at high schools by the Griffin's mascot
- Coupons for discounted tickets
- Brochure for the teen program
- Different trinkets with the Griffins logo on them to hand out at high school assemblies, games, and off- ice events
- Teen program posters to hang up at local high schools
- Griffins in Action DVD to show at high school assemblies
- Contests for free tickets or meet and greets with Griffins players

Promotional Events:

- Lock in/ New Year's party for high school students looking for a fun experience related to hockey and the Griffins.
- Mascot appearances at local high schools as well as teen recreation hotspots such as movie theaters, shopping malls, etc.
- Player appearances at high school assemblies and other off- ice community events
- Former Griffins Night: current and former Detroit Red Wings players come to the Griffins game to make an appearance; players must have been a former Griffins player

- Stanley Cup Night: Pending the Detroit Red Wings win the Stanley Cup; bring the Stanley Cup to a Griffins game on the ice; also have an area during the game designated for photos with the Stanley Cup



Communication Mix

Communication Mix Activities:

- Charity hockey tournament to raise money for Grand Rapids area high school athletic programs (Community Relations) - This tournament would be a great way for the Griffins to stay engaged in the teen market while providing a charity donation to that market in the process. The tournament could be hosted at the Griffins practice facility. Individuals responsible for this activity would be the five full- time community relations staff and the three community relations interns.
- Television commercial with a Griffins player promoting the offerings for the teen market (Advertising) - A commercial with a Griffins player would be a great way to advertise to the teen market we are trying to reach. By having a good young prospect present this information, the market would get all of the information from someone around their own age, which is something they can relate to. Individuals responsible for this activity would be the video productions staff for the Griffins. Also, obviously, whoever the player used in the commercial would be needed as well as a possible hire of outside staff to direct the commercial.
- Become the sponsor of other youth/ teen hockey tournaments (Sponsorship) - Many youth hockey tournaments are put on in the Grand Rapids community and the Griffins should take advantage of this. By sponsoring some of these tournaments, the Griffins can get the word out about the organization and show that they are supporters of youth and teen hockey development. Individuals responsible for this activity would be any of the Griffin's interns as well as the Community Relations coordinator.
- Inform all employees of the new teen program (Internal Marketing) - By making all of the Griffin's employees informed about the new teen program it will help

out in many areas. Any employee would have the ability to answer a variety of questions about the program. In order to do this a one time meeting could be arranged in which all employees would be presented with a presentation about the offerings of the teen program. Individuals responsible for this activity include the Director of Ticket Sales and the Griffin's marketing interns.

- Promotional material about the teen program on the Griffin's website (Internet) - The teen market does a ton of researching on the internet in this modern era. Putting promotional material about the teen program on the Griffin's website will get the word out about the program to increase participation. Individuals responsible for doing this would be the Graphic Designer and anyone else that helps update the Griffin's website.
- Text message service to anyone that signs up on the Griffin's website or at any other Griffins function (Viral Marketing) - Text messaging is a huge form of technology that the Griffins should utilize and it is a huge part of the lives of the teen market. Once someone signs up for the text messaging service, texts messages could be sent out reminding people about particular promotions, offerings, game day events, and anything else that is worth noting. Individuals responsible for this include anyone responsible for website additions. One staff member would have to be responsible for receiving members to the text messaging service and sending out any text messages.
- Give high schools on field trips a tour of Van Andel Arena (Direct Sales)- Providing high school students with a field trip experience is a big selling point. But the biggest selling point to them would be to show them around the facility to make them feel like they are more a part of the game when they decide to attend. Individuals responsible for this activity would be the game operations interns. They could be the "tour guides" for the field trip.
- Provide the Grand Rapids Convention and Visitors Bureau with collateral about all of the teen offerings as well as any Griffins collateral (Public Relations) - Getting the word out is the biggest thing that needs to be done for the teen program. Producing a brochure or flyer for teen offerings as well as other offerings is crucial to the success of owning these markets. Individuals responsible for creating these pieces of collateral include the ticket sales managers to provide the ticket information as well as the graphic designer to create the pieces of collateral.
- Obtain sponsors for Griffins with teens as the target market (Sponsorship) - The Griffins should try to obtain sponsors with similar target markets. For anything the Griffins do, sponsors should be obtained that cater their products and services

around teens. Individuals responsible for obtaining these sponsors include the community relations coordinator and the public relations team.

- Create a DVD about the Griffins and the new teen program to show at school assemblies (Advertising) - Holding school assemblies would be a big way to get the word out about the teen offerings. At these assemblies, a DVD could be shown that shows some game action and gets people fired up about the program. Individuals responsible for creating this DVD include the video productions staff of the Griffins as well as any staff that will be presenting the DVD at the assemblies.
- Provide sales employees with incentives for selling tickets to teens (Quality Service Stewardship) - Employees often lack motivation for selling because sales can sometimes become tedious. By providing the employees with incentives, it will motivate them to want to sell to the teen market. Individuals responsible for this selling the tickets include all of the Griffin's ticket sales staff. The director of ticket sales would choose incentives.



Revenue vs. Costs

It is quite difficult to determine exactly how many 13-17 year olds attend Grand Rapids Griffins hockey games. However, we can make an estimate. It is estimated that 6% of Griffins attendance is from this age group. The Griffins average 6,360 fans per home game. If 6% of attendance is teens, an estimated 381 teens are attending Griffins games. To achieve a goal of 12% of attendance being from the teen market, the teen attendance must increase from 381 to 763 fans per home game. Seeing as how the amount of discretionary income that a teen has is limited, the likelihood of this market buying cheap tickets is high. Therefore, most teens would be willing to pay for a Griffins ticket priced at \$13 per ticket. The goal is to increase the attendance by 382 teen fans. Total revenue from obtaining this goal is calculated as follows:

40 home games x \$13 per ticket x 763 projected teen fans per home game = **\$396, 760**

Current teen revenue: 40 home games x \$13 per ticket x 381 per home game = **\$198, 120**

Increase in revenue: 40 home games x \$13 per ticket x 382 teen fan increase = **\$198, 640**

After doing this analysis of revenue, total teen revenue will have more than doubled if the ultimate goal is met. Estimated cost associated with obtaining this target market is in the ballpark of \$935 or more depending on the some of the variable costs of some marketing

activities that are yet to be determined. Therefore, the amount of revenue that will be generated from this is a substantial amount compared to the cost associated with the related marketing activities. The increase from 6% to 12% of Griffins attendance being from the teen market is very attainable and the financial gains associated with it are quite large.

Ways to successfully reduce costs associated with obtaining the teen market:

- For the Griffins television commercial, do not hire any outside staff to produce the commercial. Video productions staff can be used to create it.
- For the text messaging service, subscribe to an unlimited texting service plan that would eliminate a per text cost.
- For the Griffins collateral that will be distributed, search around for cheapest prices of producing the final pieces. It should be noted, though, that quality should not be substituted for lower priced options. A low cost piece of collateral that does not look nice will only hurt the brand.
- For the Griffins DVD, have the video productions staff completes this as well.



Final Observations

The Grand Rapids Griffins are a very prestigious and well known organization. A lot of the marketing activities that are currently practiced are great. However, there is definitely room for improvement. The Griffins are not putting a great deal of effort into owning the teen market. The organization has put a large amount of time and effort into owning other similar markets. The Griffins currently have a minimal amount of offerings for the teen market and there is room for growth. In this plan, there are many ideas for attempting to gain teen interest in the Griffins. The Grand Rapids Griffins organization can put these ideas to use and see the financial gains by catering to what the teen market wants and needs for the future.



FOR IMMEDIATE RELEASE

Press Release

Date: April 25, 2010
For Information Contact:
Trevor Parnell
Parne1ta@cmich.edu

GRIFFINS SCORE BIG WITH GRAND RAPIDS HIGH SCHOOLS

The Grand Rapids Griffins minor league hockey team is teaming up with Grand Rapids area high schools. The Griffins have announced that they will be hosting the first annual “Skating for Schools” high school hockey tournament on November 27 and 28th.

Giving back to Grand Rapids school system has always been a priority of the Griffins and this winter they will be doing exactly that. All proceeds from “Skating for Schools” will be donated to Grand Rapids area high school athletics. High school hockey programs from the Grand Rapids and surrounding areas will compete in a round- robin style tournament. The tournament will be held at the Grand Rapids Griffins practice facility. “Skating for Schools” is a tournament designed to kick off the high school hockey season. Cost for the tournament is \$800 per team. Pre- registration is required and interested schools should contact Amy Orłowski, Community Relations Coordinator at aorłowski@griffinshockey.com. Teams can also be register by phone at (616) 774-4585. For more information contact Amy Orłowski or visit the Grand Rapids Griffins website at griffinshockey.com.

-end-



Public Service

Announcement

FOR USE UNTIL MARCH 30, 2010

Date: April 25, 2010

For Information Contact:

Trevor Parnell

Parnellta@cmich.edu

LOOKING FOR SOMETHING FUN TO DO WITH YOUR FRIENDS AFTER SCHOOL? COME OUT TO VAN ANDEL ARENA AND SEE THE GRAND RAPIDS GRIFFINS IN ACTION! BRING YOUR HIGH SCHOOL I.D. TO ANY HOME GAME THIS SEASON AND RECEIVE A UPPER LEVEL GAME TICKET FOR JUST \$10.00! FOR MORE INFORMATION VISIT GRIFFINSHOCKEY.COM

-end-

Bored after school? Tired of homework? Like hockey?

Be a part of the Grand Rapids Griffins Teen Program!

Griffins Teen Program

For just \$25 you get:

- **Ticket to a Griffins game**
- **Transportation to and from the game**
- **Griffins t-shirt**



Check out the list of home games you can attend at griffinshockey.com! Information about the program can be found in your school's main office!

**Make it your mission
to come see the Griffins!**

For more information go to your school's main office or contact John Hoffa at jhoffa@griffinshockey.com, phone number (616) 774-4585.





Research Assessments

Global Assessment

- Employed persons worked 7.6 hours on average on the days that they worked. They worked longer on weekdays than on weekend days—7.9 versus 5.6 hours. (Bureau of Labor Statistics, 2010).
- Between December 2007 and December 2009, state, local, and private sector education gained a combined total of nearly 180,000 jobs, an increase of about 1.3 percent. (Bureau of Labor Statistics, 2010).
- Workers in the Detroit-Livonia-Dearborn Metropolitan Division had an average (mean) hourly wage of \$22.56 during May 2008, roughly 11 percent above the nationwide average of \$20.32, according to the Bureau of Labor Statistics (BLS) of the U.S. Department of Labor. (Bureau of Labor Statistics, 2010).
- OES wage and employment data for the 22 major occupational groups in the Detroit metropolitan division were compared to their respective national averages based on statistical significance testing. Only those occupations with wages or employment shares above or below the national wage or share after testing for significance at the 90-percent confidence level meet the criteria. (Bureau of Labor Statistics, 2010).
- Workers in the Detroit area had an average (mean) hourly wage rate of \$22.88 and those in the Grand Rapids area averaged \$18.87 in May 2007. (Bureau of Labor Statistics, 2010).
- The Grand Rapids-Wyoming Metropolitan Statistical Area consists of Barry, Ionia, Kent, and Newaygo Counties in Michigan. (Bureau of Labor Statistics, 2010).
- In the Grand Rapids-Wyoming area, food preparation and serving occupations were among the lowest paid in the area at \$9.27 an hour. This wage was not measurably different from the national average of \$9.35. (Bureau of Labor Statistics, 2010).
- As in Detroit, management and legal occupations were the two highest-paying occupational groups in the Grand Rapids-Wyoming area, with management

positions averaging \$42.42 an hour and legal, \$38.88. (Bureau of Labor Statistics, 2010).

Industry Assessment

- The “Big 4” leagues in America, the National Football League (NFL), National Basketball Association (NBA), the National Hockey League (NHL) and Major League Baseball (MLB) leagues bring in about \$17 billion in annual revenue. (Plunkett Research, 2010).
- U.S. sporting equipment sales at retail sporting goods stores are roughly \$41 billion yearly, according to U.S. government figures. (Plunkett Research, 2010).
- The global recession had a significant effect on sports and recreation in 2008 and into mid 2009. (Plunkett Research, 2010).
- Official U.S. Bureau of Labor Statistics figures as of May 2008 found that there were 13,960 professional American athletes plus 175,720 coaches and scouts, along with 12,970 umpires, referees and officials. (Bureau of Labor Statistics, 2010).
- If gasoline prices rise to \$3 or more in the U.S., sales of motorized recreation equipment are going to plummet, except in cases where that equipment is known for high energy efficiency. (Plunkett Research, 2010).

Market Assessments

- GVSU ice hockey team is not affiliated with the athletic department, but is run by the office of student life, but still maintains the third-highest average attendance of all GVSU sports (behind Football and Basketball). (gvsuhockey.com, 2010).
- The AHL established all-time attendance records during the 2004-05 season, averaging 5,960 fans per game in the regular season and surpassing the 7-million mark overall for the first time in its 69-year history. (griffinshockey.com, 2005).
- The Griffins’ attendance of 163,526 through 26 home games (6,289 avg., eighth in AHL) represents a year-to-date increase of 8.1 percent over 2006-07, when the Griffins eventually finished with their largest attendance in four years. (griffinshockey.com, 2008).
- The Griffins, who rank third in the AHL with an average attendance of 6,646, will offer several promotions during this season.(griffinshockey.com,2009).

- The biggest single crowd to look at an NHL game was during the November 23rd, 2003 Heritage Classic was when 57,163 spectators attended the match between the Montreal Canadiens and Edmonton Oilers at Commonwealth stadium in Edmonton, Alberta Canada.(Rodgers, 2010).

Primary Research Project:

Given that 18-25 year olds make up 13.31% of the total population in Grand Rapids-Area, I recommend that the Grand Rapid Griffins conduct a research project to access the needs, wants, and interests of this specific market. This project would involve setting up a questionnaire survey to all college students in the Grand Rapids Area. The Griffins will team up with local collages to get access to student's emails and will send out the surveys to the student's school email accounts. The students will be offered an extra incentive for a free pop or hot dog voucher with any single ticket purchase to any game during the season, for taking the survey. This project will involve groups who are interested in hockey in order to collect primary data and assess how the Grand Rapids Griffins can better advertise and market towards this specific target market.

Research Summary:

The Grand Rapid Griffins put a lot of their efforts into marketing and pulling in the college students because they are their biggest fan base. Although the 18-25 year olds are the biggest percentage for their fan base the Griffins still need to continue their efforts to this target market to keep them interested in their organization. College students can be a very tricky target market because they don't commit to a lot of things and in order to get them to commit in advance their needs to be an extra incentive in there somewhere for them to commit. The Griffins would be smart to offer a student discount as well as a type of transportation from campuses to the games for students who don't have cars with them up at school. For the students who don't have access to vehicles on campus it is hard to find ways to get off campus and this could really appeal to those students who don't get off campus a lot. Offering some type of transportation to college students will also help with getting the 21 and up college students to games because they can take advantage of dollar beer nights without worrying about a way to get home from the game. The Griffins need to offer a worthwhile experience as well as something that is affordable and convenient for the students in order to get them out to the game and to spend money at their organizations.



Target Market Assessment



Market Segment: College students ages 18-25 in Grand Rapids area, interested in recreational hockey.

I. Demographics

- College students age 13-17 male or female
- Living in the Grand Rapids area

II. Psychographic/ Lifestyle

- Values social interaction with peers
- Searches for cheap entertainment with friends
- Want an exciting and memorable experience with friends

III. Behavioristic

- College students spend their discretionary income on school, rent, groceries, and entertainment.

IV. Targeted Media

- Market on college campus
- Advertise on college websites
- E-mail/ regular mailing list from schools to mail directly to individuals
- Have commercials on GVSU radio and TV stations
- Flyers posted on campus
- Social networking sites such as Facebook, Twitter, and MySpace

V. Justification of Selected Market

There are several reasons for choosing a college age market for our target market. College students are always trying to find new forms of entertainment and something to get them off campus. There are also lots of different opportunities for us to market to the college age market. There are several colleges in and around the Grand Rapids area that the Griffins could benefit from marketing too. College age students can enjoy the Griffins fun and exciting atmosphere while also enjoying our promotions that are specifically targeted to them, such as our dollar nights.

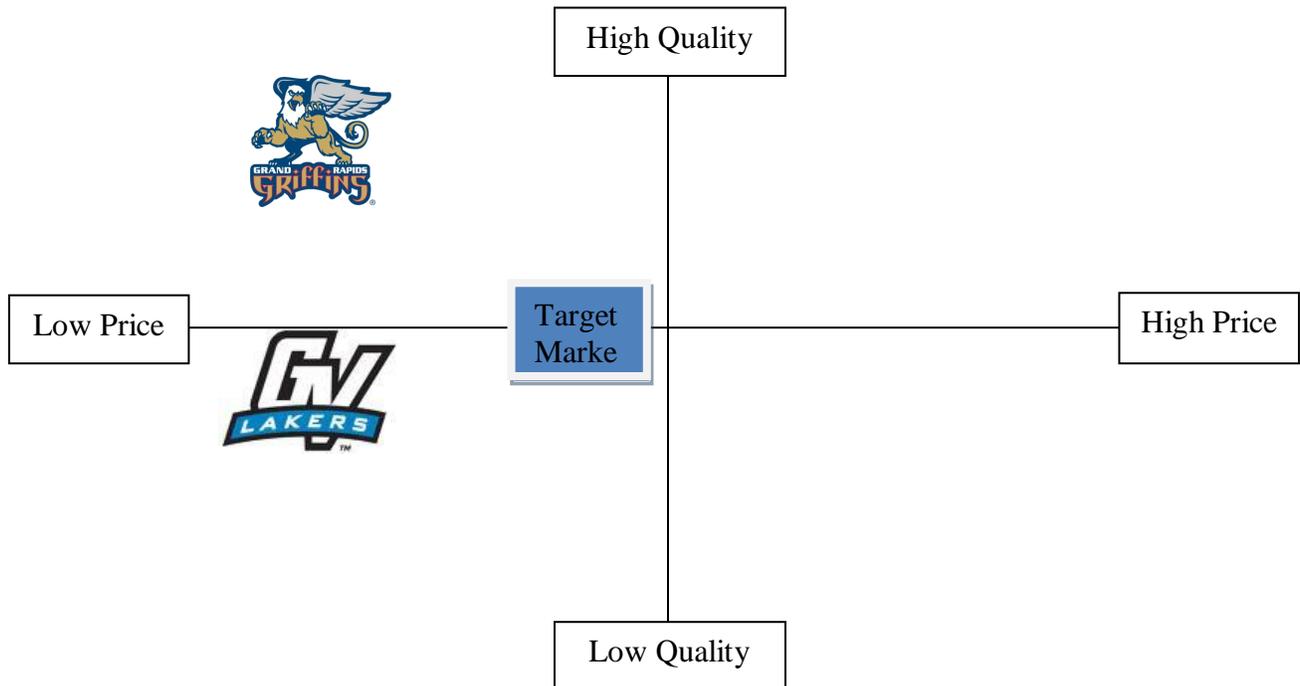
Size/ Demand of Target Market:



College students age 18-25 in Grand Rapids, MI interested in recreational hockey.

- The age group of 18-25 year olds makes up approximately 13.31% of the total population in Grand Rapids- AreaConnect (2010)
- Grand Rapids total population= 197,800
- People age 18-25 living in Grand Rapids, Michigan= 26,327

Positioning Assessment



Based on the positioning assessment above, it is clear that the target market wants a high quality, exciting experience for a relatively low cost. Both the Griffins and the GVSU Lakers hockey team are very close to meeting the needs of the target market in terms of cost and quality of experience. In order to reach the target market, the Griffins must come up with new ideas and marketing efforts to appeal and draw in their target market. The experience of a Griffins hockey game also need to be appealing enough to our target market, 18-25 year olds, to make them want to continue to keep coming to games.

SMART Marketing Objective

Develop 1 new promotion for one game of each month to increase college student's attendance throughout 2010.

Competitive Analysis

Your Agency: Grand Rapids Griffins

Your Name: Cassie Younce

Your Competitor: GVSU Lakers hockey team Grand Valley State University 2009

Today's Date: 3-18-10

	Attributes of Your Agency	Attributes of Your Competitor
<i>Size</i> (i.e. square feet, # of seats)	Seating capacity= 12,000 Arena floor- 85' x 200' for hockey competition Average Game night Attendance- 6,500	Seating capacity= 900 Arena floor- 2 sheets of NHL size ice 85' x 200'
<i>Features</i> (detail)	Fundraising opportunities Fan ticket packages Gameday promotions (\$1 days) Group ticket packages Griffins kids club	Fundraising opportunities Contests and Promotions Laker TV Group ticket packages
<i>Fees</i> (i.e. individual, group)	Single game: \$5-30 Season tickets: \$440- 1,056 20/10 game plans Group ticket prices Youth hockey packages	GVSU students: Free Public: \$5. Children 6 and under: Free Group ticket prices
<i>Market segments served/focus</i>	College students Sports fans/ hockey watchers Youth Hockey Teams	College students Alumni Families
<i>Other/misc.</i>	Do not own Van Andel arena Griff's Icehouse: practice facility Located in Downtown Grand Rapids Arena doubles as AFL stadium Hosts non sporting events	No big events Has conference and regional tournaments Located in Hudsonville Arena also doubles as home ice for Hudsonville and Jenison high schools.

Explanation of Competitive Analysis



Van Andel Arena- Grand Rapids Griffins

Grand Valley State University Hockey

Van Andel Arena is right in the heart of Grand Rapids, a centralized location where students from all over can attend games and easily make it home safe and sound. However it is not too far away from Allendale, Michigan which is home to Grand Valley State University and their hockey team the Lakers. The Lakers provide competition for the Griffins when it comes to going to games.

Although the capacity of Van Andel is 12,000 people versus the 900 people Grand Valley's arena can hold, the games at Grand Valley are free to students and the tickets are only \$5.00 for the general public. This is a huge advantage, especially to college students who don't necessarily have a lot of money to spend on hockey games.

Because of the price and location of both arenas they are competing to get attendance at their games. The Griffins need to come up with some more promotional strategies to try and get kids to support their school hockey team but to still attend the Griffins games. The Griffins definitely have an advantage since they are affiliated with the Detroit Red Wings. Using that to their advantage they should be able to draw more people into the crowds. Overall both hockey teams compete with each other and even with Western Michigan University's hockey team as well. It is a tricky market that needs to be focused on throughout the season.

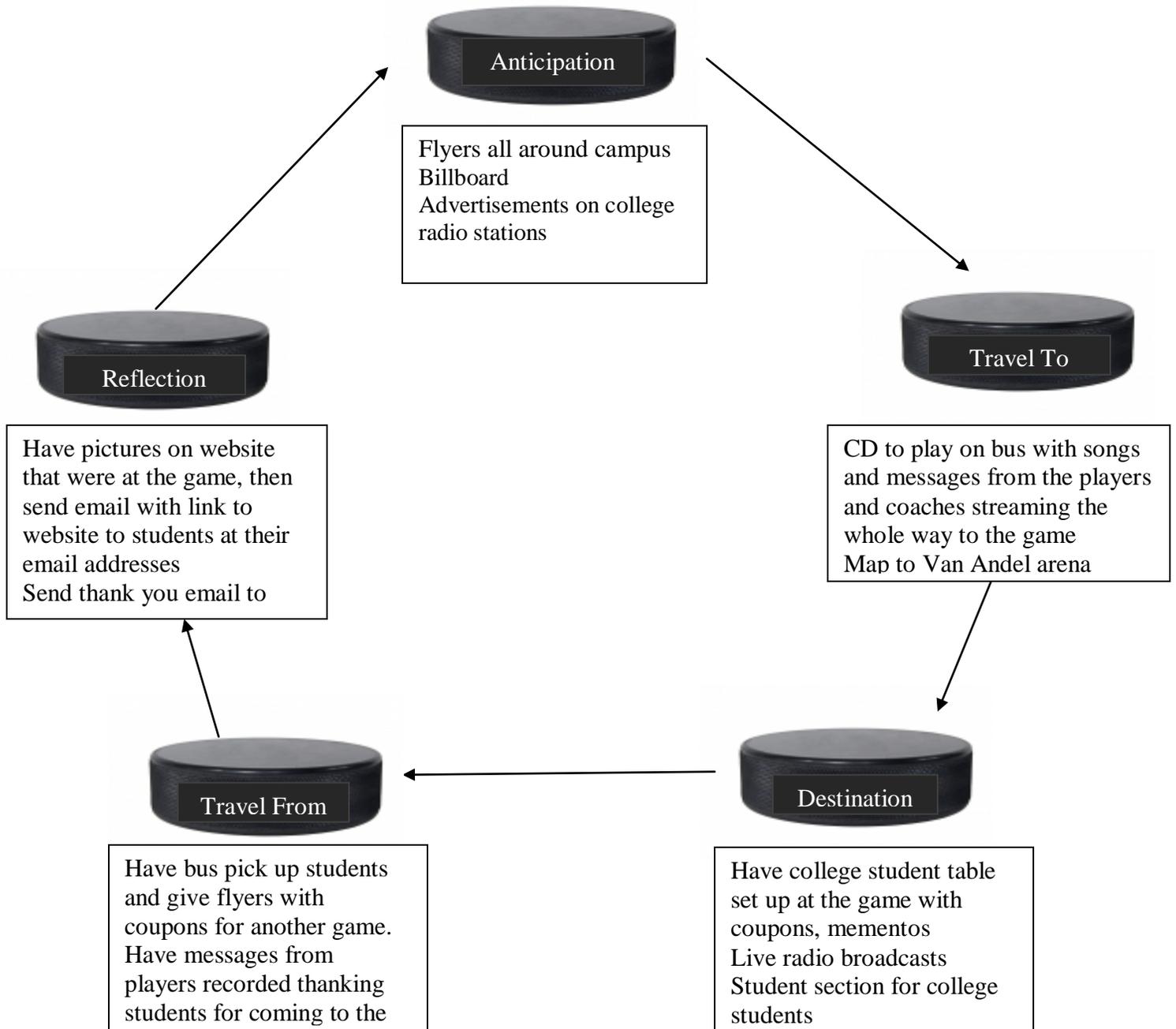


Strategic Marketing Plan College Students Ages 18-25 in Grand Rapids, MI interested in recreational hockey. Strengths, Weaknesses, Opportunities, and Threats

<p>STRENGTHS:</p> <ul style="list-style-type: none"> - Connection with Detroit Red Wings - Constant movement from one another of players - College students will be able to recognize some players name from Red Wings roster. - Location in Grand Rapids <ul style="list-style-type: none"> - Close to several college campuses - Mascot - Promotions <ul style="list-style-type: none"> - Special offers - Giveaways - Autograph sessions - Taking ice after game - Free ticket if Griffins win - Winning a zamboni ride - Cheap tickets will bring out more college students. - Social Networking (Facebook/Twitter) <ul style="list-style-type: none"> - Students can find out about promotions and games on their own pages - Getting out to all kinds of teens - Sport of hockey is growing due to Olympic popularity - Community involvement - Job Opportunities page - Possible internship site 	<p>WEAKNESSES:</p> <ul style="list-style-type: none"> - New Promotions that market the college target market - Website: too much clutter, not enough information on promotions and giveaways. - Cluttering of ads - Very limited to getting information to college students <ul style="list-style-type: none"> - Get advertisements out to student's emails. - Bundling with the NHL network <ul style="list-style-type: none"> - College students usually only get basic cable - Not a lot of merchandise for online sales - No transportation method for college students who don't have access to vehicles 	<p>OPPORTUNITIES:</p> <ul style="list-style-type: none"> - Renovate the website to be accessible to all - Celebrity endorsement <ul style="list-style-type: none"> - Have NHL griffins alumni endorse the games. - Bundle packages <ul style="list-style-type: none"> - Transportation, beer, hot dog, and ticket packages. - Olympic involvement with those players that participated in the 2010 Olympics - Connection to Grand Rapids area college universities 	<p>THREATS:</p> <ul style="list-style-type: none"> - Other hockey leagues in Central Michigan area - Anyone with discretionary income - Companies for sponsorship of game nights (ones that appeal to college students) - At the end of the season/ during playoffs - baseball season starts - Bars around Grand Rapids - Parties and events on campuses - Conflicting class schedules with games - Grand Valley State University hockey games - Other known mascots - Celebrity endorsement? - Economy - Other entertainment venues in Grand Rapids area - Price of tickets not being able to meet the needs of teens
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5 Phases of a Leisure Experience





Marketing Mix

Offering

- Transportation to and from Van Andel arena for the game
- College night games, where showing your ID gets them a discount on their tickets
- Student section
- Customer loyalty punch cards, after 5 punches you receive 1 free ticket and hot dog
- School spirit night
- Griffins tailgates with music, food and raffle prizes

Distribution Place

- Grand Valley State University and other surrounding college campuses
- Classrooms
- Library
- Dorms
- School Papers
- Recreation and intramural facilities
- College website
- Student emails
- Radio station advertisements
- Sell tickets on campuses

Pricing

- The college market is sometimes tough to market to because they don't have a lot of discretionary money and they need to have some type of bonus out of going somewhere in order to get them to commit to spending money. Special coupons on college websites could spark the student's interest and also with getting a special discount they can spend the extra money on other things at the game. Giving the student more discounts on a regular basis will establish a brand loyalty and make the students continue to come to the games more regularly.



Promotional Mix

Promotional Event

Brand Message

- Create new website layout, less clutter more simplicity
- Stick with current logo, it is well known and catchy
- Create slogan to target the college students, such as; “Great times, Great friends, Great hockey”

Collateral Marketing Materials

- Key chains
- Magnets
- Pens
- Water Bottles
- Coasters
- Beverage Coozies
- Griffin giveaway T-shirts

Promotional events

- Griffins Mascot goes to campus and hands out coupons or fliers
- Have Griffins players make appearances at campuses for meet and greet sessions
- Have Griffins day on campus with inflatable obstacle courses, raffles, food, gift certificates



Communication Mix

Promotional Activities

Public Relations

- Promote events on college campus
- Promote events at collegiate athletic games to gain fans and support for Griffins
- Promote games at local stores and restaurants near campus
- Have campus representatives for nearby colleges
- Have Twitter and Facebook accounts for Griffins

Community Relations

- Have silent auction with Griffins memorabilia and donate 80% of the proceeds to the local Big Brothers Big Sisters foundation
- Have a local blood drive at the arena before a game and give donors free tickets to the game

Advertising

- Advertisements on Facebook and Twitter
- Ad space for Grand Rapids, Mi network
- Place advertisements in campus newspapers
- Place Billboards on major highways near the Grand Rapids areas such as I-96 and 131.
- Put Radio Ads on local hip hop and R&B stations that our target market listens to during traffic hours and middle of the day. Also on college campus radio stations
- Place advertisements on college websites homepages

Direct Sales

- Have college reps visit campus and walk through classrooms and dorm rooms passing out coupons and collateral such as key chains, magnets, Griff beanie babies, folders, pens, etc.
- Have college reps put on viewing party for Red Wings games, showing support for the Griffins alumni, with free food and giveaways
- Go to meetings for RSO's, fraternities and sororities on campus and advertise the griffins group sales discounts, college night and specials for college students

Sponsorship

- Have local colleges sponsor college night event on campus as well as at Van

Andel Arena

- Sponsor an intramural or club team (preferably hockey) at each local college campus and provide free T-shirts with Griffins logo on them to advertise the games
- Have local bars have specials on game nights sponsoring the Grand Rapids Griffins

Internal Marketing

- Train campus reps on how to represent the Griffins brand on campus
- Set ticket sales goals for each game
- Have an incentive for staff; if they sell so many tickets they get a 10% bonus on their paycheck
- Have contest between the staff for who can sell the most tickets
- Have discounts for family and friends of staff

Quality Service Stewardship

- Send staff birthday cards
- Send employee thank you/ way to go cards for great customer service
- Empower staff to handle guest situations
- Give employees extra paid days off for superior performance

Internet

- Put discount coupons on college portals
- Put discounts on Griffins website as well
- Make webpage more college student friendly, less cluttered

Guerilla

- Bring Griff on campus and have him pass out flyers and Griffin memorabilia on campus
- Put flyers on cars windshields in local college campus parking lots

Viral Marketing

- Make Twitter and Facebook pages and continually update pages with game scores and updates on the team and organization



Revenue vs. Costs

Although we don't know the estimated amount of college students who attend the Griffins game we can still make the objective to increase their current attendance amount. If we strive to increase the attendance by 400 students by the tenth game of the season. If we increase the attendance by 300 people per game our revenue cost would be as follows: **40 home games x 300 students x \$12.50 Lower Level preferred (1/2 of for student coupons) = \$11,987.50**

Based on the costs of marketing the revenue from increasing attendance of the college student market will far outweigh the costs of for promotions and advertising for the marketing campaign for the Griffins.

By focusing on having college representatives to endorse the Griffins on a daily basis and have promotional events directed solely to our target market, our marketing efforts will be realistic and affordable because of the practicality of what were doing and who were marketing to. We can also trade companies marketing costs for Griffins collateral. An example of this is giving a company a certain amount of free tickets for them paying for a billboard for us.



Final Observations

The Grand Rapids Griffins have a lot of great promotions going on right now that are targeted at the college market. Friday night's \$1 beer and hot dogs is a great way to get the college students out and they market it pretty well. As long as they continue to get the word out and try to expand their marketing efforts to the college campuses they can increase the college student's number of attendance. I think it is a very good idea to market right on college campuses as well as sending out emails to students on their student portal. Having Griff visit college campuses will get the students excited about the organizations brand and team. Doing these small alterations and improvements in marketing to the college market will do wonders in increasing the organizations revenue and increasing brand awareness.

To Increase the Number of college students from 100 to 500 per game by the tenth home game of the 2010-2011 season.

Actions	Timeline/Budget/Responsibility												BUDGET	RESPONSIBILITY	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			
Building new bus transportation program for college cam pus					X	X	X	X	X	X				\$1,000	Event Coordinators
Fixing the website to be more cleaner					X	X	X	X						Time	Website designer
Scholarship for College-bound students					X									\$500/graduate	Administration and Teacher
Employees Day off at work						X								\$5,000	Administration
Griff to Local School Prep Rallies								X	X	X				\$1,000	Marketing
E mails to students	X	X	X	X	X					X	X	X		Time	Marketing and Design
Bartering with Companies and Local CVB and COC								X	X	X	X			Time	Finance
Running new programs	X	X	X	X	X									Time and \$1,500	Cam pus Representatives
Advertisements/ Billboards	X	X	X	X					X	X	X			\$300.00	Marketing and Interns
Press Releases								X	X	X	X			\$400	Marketing and Interns
Collateral	X	X	X	X							X			\$900	Promotional and Marketing
														Total	
														\$10,600	



Press Release

For Press Release
For Information Contact
Cassie Younce
Younclca@cmich.edu

Date: April 25, 2010

Griffins Alumni step up in the NHL's 2010 Stanley Cup Playoffs.

Grand Rapids Griffins alumni Derren Helm, Valtteri Filppula, Justin Abdelkader, and Jimmy Howard have all been making a name for themselves in the first round of the Stanley cup playoffs vs. the Phoenix Coyotes. All four players have been recording points for the Red Wings and Jimmy Howard has been the starting goaltender for the Wings. Howard got his first playoff shutout on Tuesday, April 20th and has been a standout player in the series being chosen as one of the 3 stars for each game of the series so far. Justin Abdelkader was brought up last minute for the playoffs and has already recorded 2 goals this round. Last year's playoff series Justin Abdelkader became the first player in history to score his first two NHL goals in Games 1 and 2 of a Stanley Cup Final. The Griffins alumni have definitely all made a name for themselves and are making an enormous impact on the Red Wings success in the series. The Grand Rapids area all look forward to seeing more of the up and coming Griffins alumni this Tuesday when the Red Wings take on the Coyotes in Phoenix at 9:00 PM. For more information log onto www.redwings.nhl.com.

-End-



Public Service Announcement

FOR USE UNTIL MARCH 30, 2010
2010

Date: April 25,

For Information Contact
Cassie Younce
Younce1ca@cmich.edu

THIS FRIDAY VAN ANDEL ARENA IS CATERING TO ITS COLLEGE STUDENTS. THE GRAND RAPIDS GRIFFINS PLAY THE LAKE ERIE MONSTERS AT 7 P.M. WITH A COLLEGE I.D. STUDENTS CAN TAKE A FREE SHUTTLE FROM CAMPUS TO AND FROM THE GAME AND RECEIVE HALF OFF TICKETS FOR THE LOWER LEVEL PREFERRED SEATS. THERE WILL ALSO BE \$1 BEERS AND HOT DOGS THIS FRIDAY FOR ALL TO ENJOY. VAN ANDEL ARENA LOOKS FORWARD TO HOSTING OUR HARDWORKING STUDENTS AND PROVIDING A GREAT TIME FOR GREAT FRIENDS WITH GREAT HOCKEY! VISIT WWW.GRIFFINSHOCKEY.COM FOR MORE INFORMATION.

-End-

Facebook Page

You have an event invitation.



Griffins College Friday Nights at Van Andel Arena
Saturday, October 23rd, 7:00pm at Van Andel Arena, Grand Rapids, MI

You have been invited by **Cassie Younce**.

Add an RSVP note to the event profile: (optional)

Will you attend this event?

[Remove from My Events](#)

facebook

Griffins College Friday Nights at Van Andel Arena

Type: Sports - Sporting Event
Date: Saturday, October 23, 2010
Time: 7:00pm - 10:00pm
Location: Van Andel Arena, Grand Rapids, MI

Description

Every Friday home game, college students can show their ID to purchase a lower bowl ticket for just \$12.50 (regular price \$25) and stop by the McFadden's concourse table to receive a free pass to the post-game party at McFadden's.

- Oct. 23 vs. Abbotsford
- Oct. 30 vs. Houston
- Nov. 6 vs. Chicago
- Nov. 13 vs. Milwaukee
- Nov. 20 vs. Texas
- Nov. 27 vs. Rockford
- Dec. 4 vs. Rockford
- Dec. 11 vs. Lake Erie (6:30 p.m.)
- Jan. 15 vs. Peoria
- Jan. 22 vs. Toronto
- Jan. 29 vs. Chicago
- Feb. 5 vs. Toronto
- Feb. 19 vs. Hamilton
- March 5 vs. Manitoba
- March 26 vs. Milwaukee
- April 9 vs. Lake Erie

Confirmed Guests

This event has 2 confirmed guests

[See All](#)



Chrissy Bukowski
Cassie Younce



[Invite People to Come](#)
[Remove from My Events](#)

[Share](#) [Export](#)

Your RSVP

- Attending
 Maybe Attending
 Not Attending

Other Information

Guests are allowed to bring friends to this event.

Event Type

This is an open event. Anyone can join and invite others to join.

Admins

Cassie Younce (creator)

[Report Event](#)

Wall



Research Assessments

Global Assessment

- The average revenue for NHL teams was up \$20 million in 2007. (Plunkett 2008)
- When a family travels, a four point survey taken by Weed (2008) stated that going to a spectator sport for families was a 3rd on their preference during traveling. (Weed 2008)
- The total population of Michigan as of July 1, 2009 was 9.9 million people. (US Census Bureau, American Community Survey 2006-2008)
- In the State of Michigan, there are 2.5 million families that have on average 3 members. (US Census Bureau, American Community Survey 2006-2008)
- Of the 2.5 million families in Michigan, there are 1.175 million families that have children under the age of 18 and 59% are between the ages of 6-17 years old. (US Census Bureau, American Community Survey 2006-2008)

Industry Assessment

- In 2006, the revenue from spectator sports rose 95% from 2005. (Plunkett 2008)
- Sports participation trend rose 93% in 2007. (Plunkett 2008)
- In 2003, 18% of athletic shoe sales came from children shoes. (Lipsy 2006)
- Playoff and/or championship games can generate \$50 million easily in revenue for a city. (Woods 2008)
- When it is an Olympic year, the GDP rate of countries winning medals increases as well as sports participation. (Andreff, 2001)

Market Assessment

- In 2008, the population in Grand Rapids Michigan was 193,396 and 75% of them were employed and over the age of 16. (US Census Bureau, American Community Survey 2006-2008)
- Out of 71,721 households, 59% of them are families. (US Census Bureau, American Community Survey 2006-2008)
- There are 22,252 households that have children and 48.8% of them are between the ages of 6-17. (US Census Bureau, American Community Survey 2006-2008)
- 13% of 187,695 are children between the ages of 5-12. (US Census Bureau, American Community Survey 2006-2008)

- 27% of the 24,134 families, with children under the age of 18 are below the poverty level. (US Census Bureau, American Community Survey 2006-2008)

Primary Research Project

With the Griffins not knowing the amount of families they serve at each game a questionnaire should be given out to families through schools around Grand Rapids asking what they want out of a hockey experience and why or why not they go to a hockey game. This questionnaire would be given out through the students Friday folders and be able to as parents directly then trying to find them outside of the schools. This would allow of better understand of why parents go to games and why not. Also it develops a competitive advantage over their competitors because they are trying to gain knowledge on the market that they always serve but in minimal numbers or numbers that are unknown. It will given the Griffins a concrete number of how many fans have gone to their games last season and what their experience was like. This way they can change it for the season coming up and improve if need to be. However, it will get in touch with those families that do not know about the Griffins and develop customer-buyer relationships to bring them in with deals and entertainment.

Research Summary

The Grand Rapids Griffins are mainly devoted to the avid hockey fans and college students. However, bringing in families who are looking for something recreational to participate in and is affordable can be a huge profitable area. The Griffins are known for their \$1 dog/beer nights for college students in that area, however, what about atmospheres outside of there organizations that they are unable to touch. Those families that have a little bit of discretionary income and want to have an experience. The Griffin's organization need to look more closely at the families that do not have children into sports (i.e. teams and leagues) and want to expose their children to something new as a family activity. There are a lot of families within Grand Rapids and on the out skirts, were over 50% of the households have children within the ages of 6-17. These are prime ages to get children into something new, even if it is just an activity.



Target Market Assessment

Market Segment: Families with Children ages 5-13 and live in Grand Rapids, MI, and interested in recreational hockey.

I. Demographics

Families who have children, both male and female, in the ages of 5-13
Living in Grand Rapids within at 30 mile radius

II. Psychographic/Lifestyle

Values family entertainment and interaction
Values setting good examples for the children
Values fun and clean setting
Values health living with growth and development
Values getting a memorable experience

III. Behavioristic

To come to sporting events to have family time and fun
To come to sports arena and be able to enjoy the game and not have to worry about disruption
To use this as an escape for reality and jobs
To generate family bonding and enjoyment together
For parents to cherish the time together before their children begin high school and become busy with school related activities
For families to experience hockey at a relatively good price

IV. Targeted Media

Internet advertisement and newsletters
Newspaper (Grand Rapids Press)
Radio (WLAV)
School promotion
Sporting event promotion (Playoff/Championships)

V. Justification of Selected Market

Families who have children from the ages of 5-13 are looking for events that stimulate their mind and getting them involved with any type of activity. I understand this age better because of my family. I have a niece of 7 years old and her parents are looking for new things that are interesting and fun that they can do together. Sporting events,

especially hockey games are interesting and fun that a person at any age is able to enjoy with company, whether it is a 5 year old or an 89 year old. However, the needs of a family with children are different than those adults that are older and have no children. The needs of a family with children who are not normally into the sport of hockey want out of the event a fun, safe, and clean environment. However, they want something new. An AHL game has a different feel to it than normal NHL game and this is do to the company being smaller and the team is in more of the local area with very few cities within close range. Also the families will be able to enjoy more things. The Saginaw Spirit have Meijer as their sponsor and they have a game with allows children to throw hockey pucks on the rink to win cash prizes from Meijer. Also in Grand Rapids, there are a lot of families that have on average 3 members, so these families are looking for interesting things to do and have fun while doing it.

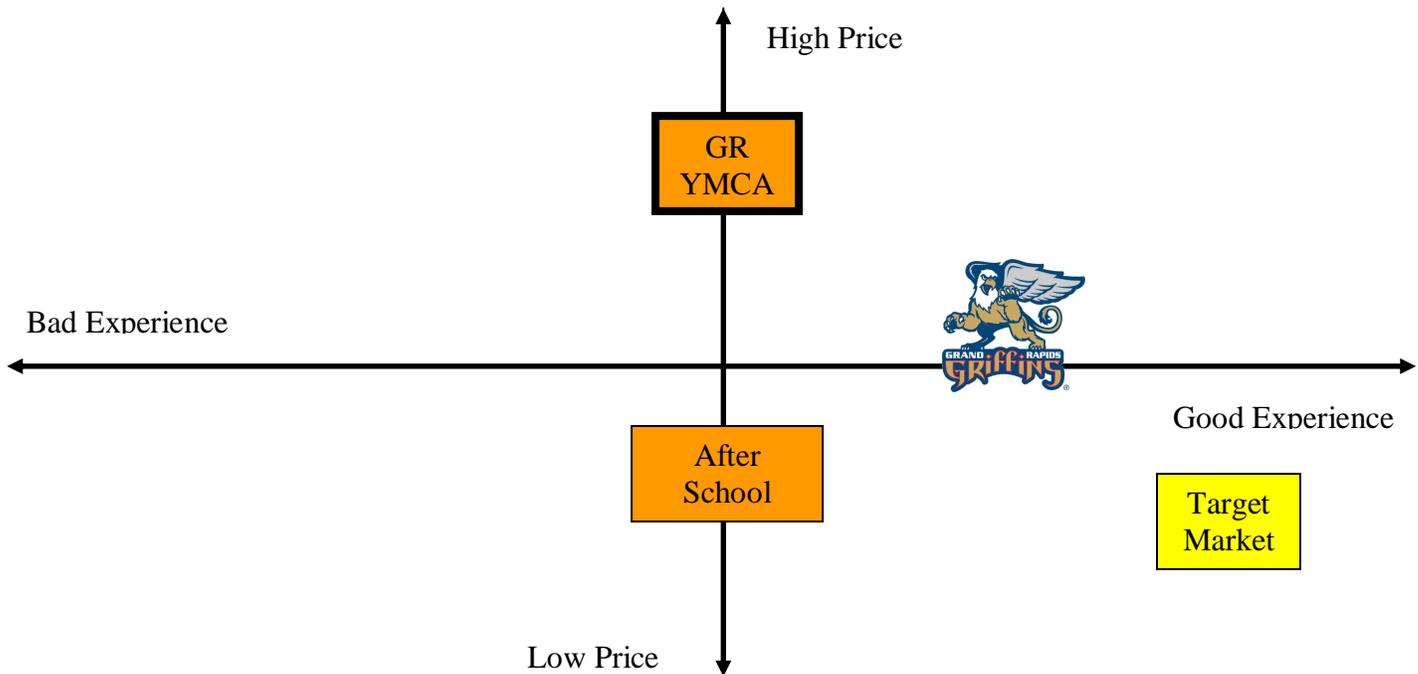
Size/Demand of Market:

The overall size of the market for families is 22,252 household that have children 18 and under. However, the in order to narrow down this number, for this section, we are only taking the families that have children the ages of 5-13. These children are only looking at hockey as a recreational sport and do not really understand the sport. The approximate size of the 5-13 year old market is about 24,400. However, I am going to guess that 20% of them have no interest in sports professionally (i.e. teams and competition). This general number is around 4,880 children.

The major demand of this market is completely different then those who are teenagers. The children are looking for a source of play and making friends. They do not want the major social networking demand in their lives; however, the more closely to 13 years old they are developing that demand. The children from ages 5-13 are looking more a play and generating the hand-eye coordination and getting them to interact with others. Parents want their child to be safe and have fun. They want a specific environment for just those two things. These parents are either working full time or are experiencing some sort of poverty. So their demand is have an affordable environment that is fun and safe and easily accessible for them and their children.

Source: US Census Bureau, 2006, *Factfinder*,
http://http://factfinder.census.gov/servlet/ACSSAFFPeople?_submenuId=people_0&_sse=on

Positioning Assessment:



The positioning assessment shows major competitors that want to get families with children between the ages of 5-13 to come to their agency. The Grand Rapids YMCA has several different programs relating to sports in general; however, they do not offer an ice hockey program for children that are interested in recreational hockey. Families want an affordable price for programs and the YMCA membership for families is \$160.00 to join the program. However to attend a hockey game or participate in activity that is put on by the Griffins would be nothing like the membership fee that are issued by the YMCA. The Griffins price and experience is very close to what the target market wants. However, for decent seats, it will cost more, but the experience of being with family at a hockey game or hockey-related event is priceless.

“SMART” Marketing Objective”

To develop a known number of families with children ages 5-13 in attendance during the 2010-2011 season, by having a minimum number of families in attendance of 50 per game.

Competitive Analysis

Your Agency: Grand Rapids Griffins

Your Name: Chrissy Bukowski

Your Competitor: YMCA of Greater Grand Rapids

475 Lake Michigan Drive NW, Grand Rapids, MI, 49504

Today's Date: 3-18-10

	Attributes of Your Agency	Attributes of Your Competitor																					
<i>Size</i> (i.e. square feet, # of seats)	Seating capacity= 12,000 Arena floor- 85' x 200' for hockey competition Average Game night Attend.-6,500	43,250 members 177,000 were served by the YMCA																					
<i>Features</i> (detail)	Fundraising opportunities Fan ticket packages Community events: Youth foundation Griffins kids club	Offers classes on family building, sports, aquatics, child care, and programs for all ages. Educational Events/Classes																					
<i>Fees</i> (i.e. individual, group)	Single game: \$5-30 Season tickets: \$440- 1,056 20/10 game plans Group ticket prices Youth hockey packages	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;"></th> <th style="text-align: center;">Joining fee</th> <th style="text-align: center;">Monthly Rate</th> </tr> </thead> <tbody> <tr> <td>17 and under:</td> <td style="text-align: center;">\$65</td> <td style="text-align: center;">\$22</td> </tr> <tr> <td>Young Adult:</td> <td style="text-align: center;">\$130</td> <td style="text-align: center;">\$50</td> </tr> <tr> <td>Adult:</td> <td style="text-align: center;">\$140</td> <td style="text-align: center;">\$64</td> </tr> <tr> <td>Family:</td> <td style="text-align: center;">\$160</td> <td style="text-align: center;">\$95</td> </tr> <tr> <td>Senior:</td> <td style="text-align: center;">\$130</td> <td style="text-align: center;">\$52</td> </tr> <tr> <td>Senior couple:</td> <td style="text-align: center;">\$ 160</td> <td style="text-align: center;">\$75</td> </tr> </tbody> </table> Programs (some are available for discounts)		Joining fee	Monthly Rate	17 and under:	\$65	\$22	Young Adult:	\$130	\$50	Adult:	\$140	\$64	Family:	\$160	\$95	Senior:	\$130	\$52	Senior couple:	\$ 160	\$75
	Joining fee	Monthly Rate																					
17 and under:	\$65	\$22																					
Young Adult:	\$130	\$50																					
Adult:	\$140	\$64																					
Family:	\$160	\$95																					
Senior:	\$130	\$52																					
Senior couple:	\$ 160	\$75																					
<i>Market segments served/focus</i>	College students Sports fans/ hockey watchers Youth Hockey Teams	Families with Children of all ages Volunteers College Students (mentors)																					
<i>Other/misc.</i>	Do not own Van Andel arena Griff's Icehouse: practice facility Located in Downtown Grand Rapids Arena doubles as AFL stadium Hosts non sporting events	Based on more spiritual development Focused on fitness and healthy living Community Involvement																					

Explanation of Competitive Analysis



Griff's Ice House (Grand Rapids Griffins)

YMCA of Greater Grand Rapids

One of the major competitors for the Grand Rapids Griffins is the local YMCA that competes for the discretionary incomes. Each of them is competing to get tickets sold and the memberships sold in order to generate the revenue. However, even though these two companies want the same target market, their amenities are completely different from one another. The size is not an issue for the facilities; however it is the amount of people that are in attendance or the amount of memberships sold.

With the YMCA, the amount of people that actively participated in the programs at the YMCA was over 43,000 people. The average attendance for a Griffins game is around 6,500 people in the stadium that can hold up to 12,000. Even though it is a different setting, the offers of the experience are similar. Families want a clean and safe environment. Each one has standard that revolved around cleanliness and safeness of the building and entertainment. However, the differences between the two agencies are the programs offered from each. The YMCA offers many sports related program from basketball to roller hockey. However, it does not offer a program on ice hockey which could help benefit the Griffins to attract families who want to participate in ice hockey recreationally. Griff's Icehouse is the ideal location for this program.

Another thing that the Griffin's program has over the YMCA is the pricing. The programs would be based off of program fees and only fees to cover the program. The YMCA has a membership fee and other additional program fees to generate revenue. Even though the YMCA is a non-profit organization, there is a membership fee for this location to use their facility and participate in some of the program. Hockey Games for the Griffins range from \$13-\$30, while the YMCA members (monthly) range from \$22-\$95.

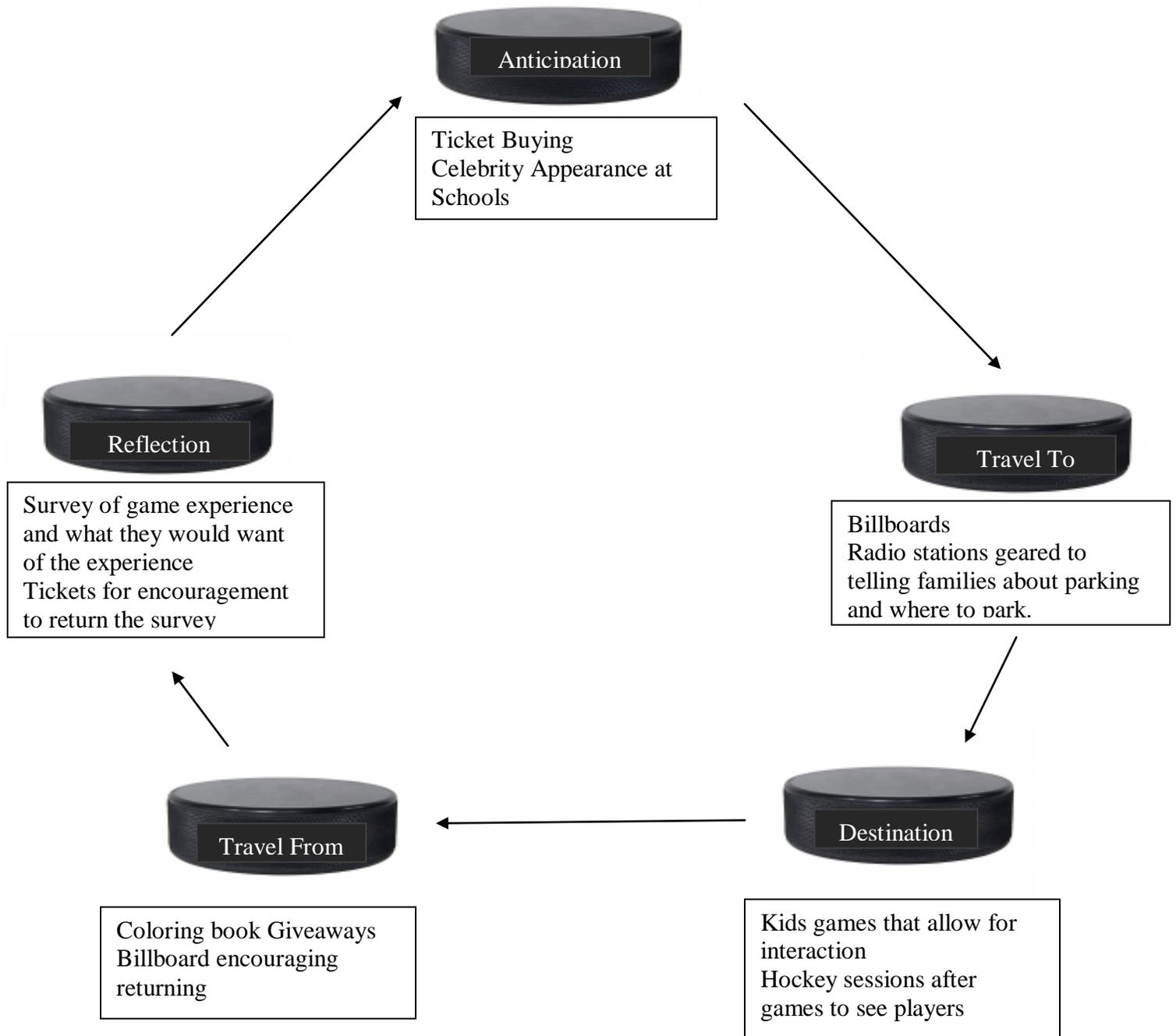


Strategic Marketing Plan : Grand Rapid Griffins (Families with Children between the ages of 5-13) Strengths, Weaknesses, Opportunities, and Threats

STRENGTHS:	WEAKNESSES:	OPPORTUNITIES:	THREATS:
<ul style="list-style-type: none"> • Location In Grand Rapids • Mascot • Promotions <ul style="list-style-type: none"> ◦ Deals on 4-Packs of tickets ◦ Special Offers ◦ Giveaways ◦ Autograph Sessions/Party ◦ Taking Ice after the game ◦ Free ticket if there is a win ◦ Winning a Zamboni Ride • Getting out to all kinds of people <ul style="list-style-type: none"> ◦ Star Wars Night (3/6) • Sport of Hockey is growing due to Olympic popularity • Community Involvement • Bundling with the NHL network • Job Opportunities page 	<ul style="list-style-type: none"> • Marketing tactics to those around Grand Rapids • Website: too much clutter • Game nights on week days <ul style="list-style-type: none"> ◦ Promotions more during these days • Seem to promote a lot however it is heavy <ul style="list-style-type: none"> ◦ Cluttering of advertisements • Very limited to getting children to week end events? <ul style="list-style-type: none"> ◦ Seem to advertise to mainly colleges, and not children (except Youth Hockey) • Bundling with the NHL network <ul style="list-style-type: none"> ◦ Not everyone gets the NHL network or wants to pay the money for it • Not a lot of merchandise for online sales 	<ul style="list-style-type: none"> • Renovate the website to be accessible to all • Connection to campus within a 2 hour vicinity <ul style="list-style-type: none"> ◦ Celebrity Endorsement ◦ Similar to Stephen Colbert • Bundle package <ul style="list-style-type: none"> ◦ Doing a weekday night game (Griffins) and then a weekend home game (Red Wings) ◦ Getting seats filled? • Developing better connection with kids outside of youth hockey...for specifically hockey games...not foundations/ clubs • Olympic involvement with those players that participated in the 2010 Olympics 	<ul style="list-style-type: none"> • Other hockey leagues in Michigan • Anyone with discretionary income • Companies for sponsorship of game nights • At the end of the season/ during playoffs-baseball season starts • Kid events going on around Grand Rapids <ul style="list-style-type: none"> ◦ Other known mascots! ◦ Stephen Colbert's Saginaw Spirit Mascot: Steagle Colbeegle • Celebrity Endorsement?? • Economy: Families are limited with discretionary income



5 Phases of a Leisure Experience





Marketing Mix

Offering

- One of the offerings for the family target market is to involve family activities that are inexpensive and fun. The program is to get parents and their children together on the ice rink learning about hockey and getting into shape together. This program is all about getting families to live healthier and do something together without breaking the budget.
- Another offering is to develop an after school educational program that involves hockey and learning the Science and Math behind it. (Ex. Physics and Hockey equipment). This can help children that struggle in Science and Math, but excel when it is hands on and a sport that they can relate to.

Distribution Place

- A major distribution place would be the school itself. For the younger children, their Friday Folders are best places to promote the events going on at the rink with the cooperation of the school and building that partnership if there is something that would benefit them in return. (Ex. Education relating it to Sports)

Pricing

- With the economy the way it is now, everyone is looking for a packaged deal or something that is worth the discretionary income that they can go towards other things. However, if education and/or family fun are tied into it, parents are more reluctant to spend on something that is worth their child's education and growth. The pricing would be included in fees at the school with a partnership with the school. In return, the Griffins would have to generate a grading scale to show that students are improving. (Price: \$75-100, including bus trips there and back with a snack.)



Promotional Mix

Promotional Event

- A main promotional event for the educational part of the offering is to use a family entertainment night with an open skate night for free. At this event all the schools would come together just before school started and promote the new activity for students to partake in. The open skate night would allow for the new educators (Griffins) so demo the sessions that are going to revolve around science and math. This session will be intermixed with the fun of ice skating but also showing parents what their child can be involved with. It helped with their community relations of giving back to the community and showing that the Griffins want to help with the education of our children.





Communication Mix

Promotional Activities

1. Getting local schools involved by contacting the school district and setting up a meeting with design entail of what the program is and how it is to be offered. This way you shareholders and stakeholders understand what is going on within the company and the school district understands the program.
2. Fixing the website to not be so crowded with advertisement. The website needs to be cleansed of a lot of advertising that can be put on a separate sponsor page. This way the lag on the website would be fixed and creating more space for creativity and not just a sports website.
3. After the program takes flight, use a scholarship for those that “Graduate” from the program and use it towards college. It can be used even for the grade school students. We know that college is expensive and use a scholarship of \$500 can help pay for books for those students that excel in the program. As the program goes bigger and you can develop it more and more the students would be able to enroll in it until they are 16-17 years old and then graduate with a scholarship to help pay for college.
4. For your own stakeholders, create a day for them to bring their children to work and experience a fun day without much work. Your stakeholders are the keys to your company and allowing them to bring their children to work and have an open skate with a carnival inside Van Andel arena would make your employees happier that you are giving back to them for their hard work after the season has ended.
5. Bring Griff to school prep-rallies of the partnering schools in your program. Griff can be the mascot and representative for the program allowing for a face to be placed to the name.
6. Use a newsletter during the winter months, showing all that by tickets and season passes that the Griffins are doing well and giving back to the community. In this letter you can show how much the students grades went up with your program.

This will set an example for other companies about developing a fun and educational piece to their company mission and goals.

7. Being able to notify you locate Chamber of Commerce and Convention and Visitor Bureau will allow for companies to help donate to the program to keep the cost low for you and for your participants. (Ex. Pepsi donates \$10,000 to the program and you in return sell Pepsi in your arena and serve it at conventions.)
8. At the end of the program every year, allow for a family tournament to go on between families. A double elimination of 5 on 5 hockey tournament with families from around Grand Rapids and the state will allow for a relaxation and fun environment for families to be together and apply what they know from the clinic.
9. Have parents only nights when parents drop their children off at “Griff’s Icehouse” has an open skate and play, while the parents enjoy a parent only hockey game when they can relax and enjoy the game without having to worry about their children and getting everything that they need.
10. Placing an ad in the local newspaper about your program to get the families that may not attend the schools you partnered with but does not exclude them from receiving the program offer. Price would be higher (\$125-\$150), because they would not be utilizing the systems that the partnering school offers. However, this may be an incentive for the Parent Teacher Association of other schools to start considering the program.





Revenue vs. Costs

The anticipated amount of revenue that comes out of this program can vary from the amount of schools that participate in the educational part of the program. If the company got 5 schools around the area to participate and have at a minimum of 200 students to participate at \$100 per person that would enroll in your program, the company would just about break even from your estimated cost of \$21,950.00. The revenue from just the fees alone from the program would be \$20,000.00 and this would leave just \$2,200.00 that could be obtained from outside families not enrolled in the schools you partnered with.

That is not saying if it 200 students per school.

If there were 200 students per the 5 schools you partnered with then the revenue would be \$100,000.00. Then the total net profit would be \$78,050.00 the company would gain just from this program alone.

This is a logical target market if the manpower is given to developing a curriculum and creating an environment that parents would enjoy sending their children to and the children would enjoy it as well.

In order to reduce some of the cost, the program could be just cut down to size to just involve the elementary and middle school educational system. The scholarship then given to the graduate would be in a bond form and at the end would mature by the time that the student would graduate and go to college. That would save money on manpower and time, however, it would also save on money because the bond would mature on its own and you would not have to pay it out.



Final Observations

The Griffins do a lot with children around the neighborhoods however, nothing dealing with education and making students have a competitive advantage over other students around the nation or the world. Companies need to start getting along side with the educational system and helping get children on track that are struggling. “A free ticket to a Griffins game if you get an A on a report card in Math or Science” could be a promotion used to get students focusing on their grades and paying attention in schools. Parents would be more willing to help spend their money on their kids and their education than on other things if it will better them in the long run. This develops brand loyalty and more season packages sold. Companies need to do the next best thing, then worrying about other programs that are not well known or do not get much participation.



To Increase the Number of families with Children between 5-13 years old from an unknown of families to 100 families during the 2010-2011 season.

Actions	Timeline/Budget/Responsibility												BUDGET	RESPONSIBILITY			
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec					
Contacting of local School district					X	X	X									Time and \$2,000	Administration
Fixing the website to be more cleaner					X	X	X	X								Time	Website designer
Scholarship for College-bound students					X											\$500/graduate	Administration and Teacher
Employees Day off at work						X										\$5,000	Administration
Griff to Local School Prep Rallies									X	X	X					\$1,000	Marketing
Newsletter after the success of program	X	X	X									X				Time and \$500	Marketing and Design
Bartering with Companies and Local CVB and COC									X	X	X	X				Time	Finance
Family Tournament at the End of the Season				X	X											Time and \$1,000	Marketing and Event Planners
Parents only Nights (Kids to Griff's Icehouse)	X	X	X													Time	Event Planners
Local Ad in Newspaper	X	X	X						X	X	X	X				\$250	Marketing
Open Skate night for families								X	X							\$5,000	Event Planners
Friday Folder Flyers	X	X	X	X					X	X	X	X				\$500	Marketing and Advertising
Family's learn hockey							X									\$2,000	Event Planners
After School Program with Math and Science	X	X	X						X	X	X	X				\$6,000	Event Planners and **Instructors
Pricing incorporated into School Fees and Tuition								X								\$75-\$150/person	Administration
																Total	
																\$21,950	



Press Release

FOR IMMEDIATE RELEASE
For Information Contact:
Christine Bukowski
Bukow1cs@cmich.edu

Date: April 25, 2010

GRIFFINS ENCOURAGE MATH AND SCIENCE LEARNING

The Grand Rapids Griffins minor league hockey team is teaming up with Grand Rapids area elementary and middle school to host the first ever free open skate night “Math and ScienICE” on August 25, 2010. This skate night is not just an ordinary skate night; it is the premiere of their new program revolving around getting kids to understand math and science through hockey.

It is all about giving back to the community but also help students get a better handle on math and science through lesson provided by Griffins Officials and hockey scientist. This program “Take the Crosscheck out of Math and Science” will allow for elementary student and middle school student to understand math and science and not make it so hard. The program is going to be incorporated with a special fee that if parents and students want to participate in, the fee will be going through the school. It is about \$100 for the year to enroll your students in the program.

To get more information contact Amy Orłowski, Community Relations Coordinator at aorłowski@griffinshockey.com. Teams can also be register by phone at (616) 774-4585.

For more information contact Amy Orłowski or visit the Grand Rapids Griffins website at griffinshockey.co

-END-



Public Service Announcement

FOR USE UNTIL MARCH 30, 2010
2010

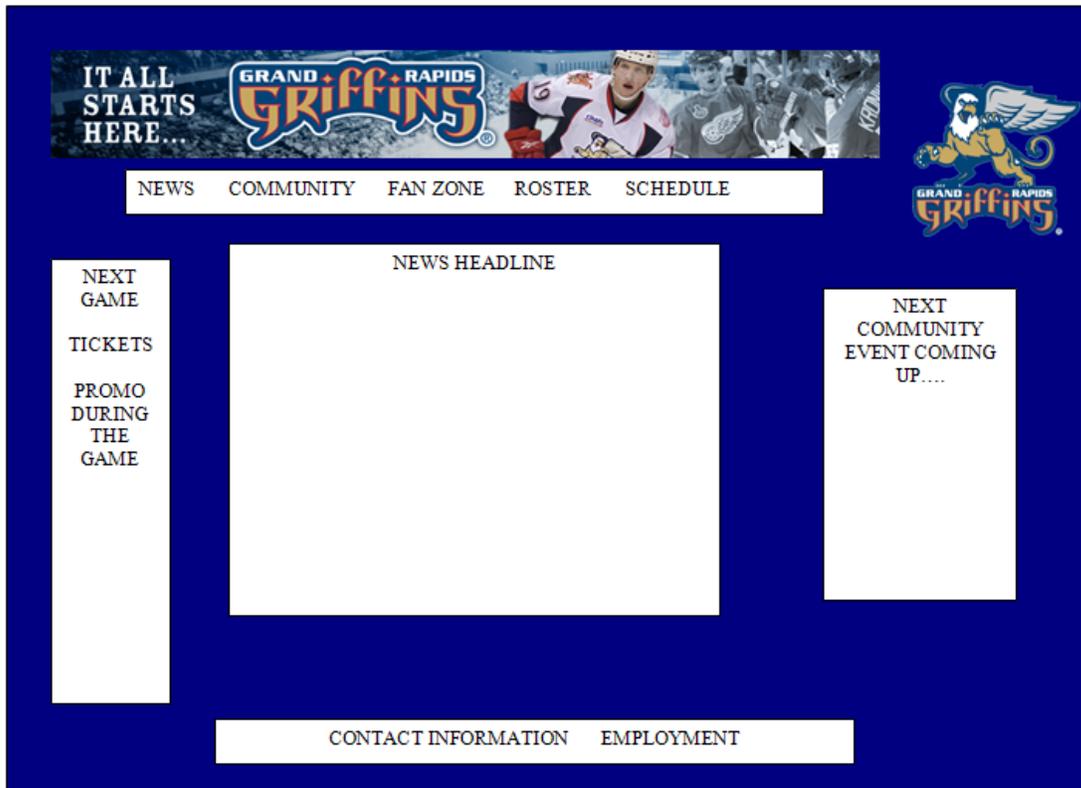
Date: April 25,

For Information Contact
Christine Bukowski
Bukow1cs@cmich.edu

PARENTS ARE YOUR CHILDREN STRUGGLING WITH MATH AND SCIENCE?
DO THEY JUST NOT GET IT BUT LOVE SPORTS? ENROLL YOUR LITTLE ONE
IN "TAKE THE CROSSCHECK OUT OF MATH AND SCIENCE". \$100 FEE
WOULD BE DONE THROUGH YOUR SCHOOL AND ADDED THROUGH YOUR
TUITION. WE LOVE TO HELP YOUR LITTLE ONE EXCEL IN MATH AND
SCIENCE WHILE HAVING FUN LEARNING. FOR MORE INFORMATION GO TO
WWW.GRIFFINSHOCKEY.COM

-end-

WEBSITE DESIGN





Research Assessments

Global Assessments:

- In Michigan there was a 3% unemployment increase from January 2009 to January 2010 (Bureau of Labor Statistics 2010).
- In the United States there are 135,185,230 people employed (Bureau of Labor Statistics 2010).
- The average yearly income of Americans is \$42,270 (Bureau of Labor Statistics 2010).
- In January 2010, Michigan recorded 144 layoff event occurred totaling 16,035 claims for unemployment insurance (Bureau of Labor Statistics 2010).
- In 2008, 286,000 workers employed were paid the federal minimum wage (Bureau of Labor Statistics 2010).

Industry Assessments:

- The league average for the ECHL (minor league of AHL) is 4,377 (ECHL.com, attendance report 2010).
- People within the age of 25-54 and who have children spend roughly 2.6 hours per day on leisure activities including recreational sports events American Time Use Survey, Bureau of Labor Statistics).
- In 2009 the Detroit Red Wings average attendance to this point in the season has dropped by 500 to 19,330 per game (sportsnetwork.com 2010).
- In the 2008-2009 season the AHL's Milwaukee Admirals average attendance was 5878 increased from 5,517 in the previous season (Milwaukeehockey.com, attendance).
- Economy issues have put harsh impacts on the NHL and AHL especially Michigan teams. Teams like Tampa Bay and Carolina have a higher attendance percentage than the Red Wings in 2007 (Allen 2007).

Market Assessments:

- 30% of the people living in Grand Rapids, MI are from the ages 25-45 most of which are married or single persons Census Bureau, Demographic).

- The majority of the race within Grand Rapids, Michigan is white at 65.7% the next largest is Black at 19.9% (Census Bureau, Demographic).
- There are 78,164 women over the age of 15 compared to that of males over 15 at 73,896 (Census Bureau, Social).
- Of the 73,896 males over 15, 41.0% have not been married and approximately another 12% are single through divorce, separation, or widowed (Census Bureau, Social).
- Women above the age of 15 have a 40.6% rate of never being married and roughly 20% of the women are single due to divorce, separation, and widowed (Census Bureau, Social).

Primary Research Project:

After conducting a global, industry, and market assessment our agency strongly recommends that the organization should do a survey for its primary research project. Also agency would start by asking the season ticket holders to fill out a form prior to purchasing their tickets. For other adults from the age of 26-50 simply have them fill out a form before they can purchase tickets, if the tickets are purchased in advance. The pool of people from 35-45 are the Griffins highest group of attendance; therefore, you can receive detail information on what they might like to see in the future. The survey can be done via e-mail on ticket master, phone, mail, or to simply enter the website, if the correct communication tool is utilized then the information that can be acquired will be pertinent.

Research Summary:

The Grand Rapids Griffins have a large target market that they need to try and keep satisfied. The Griffins target the college population more than any other market, although the 35-45 is the highest percentage of tickets sold from the past season. The Griffins believe that the college-aged fans should be the highest due to the promotional deals they market like college night and dollar beer/dollar dog's nights. The Griffins are not wrong in targeting that market more; however try to reach out more to your highest fan base which is the middle aged population of 35-45 at a 29% of total fans. The arena holds a total of 10,834 patrons so do everything possible to fill those seats.



Target Market Assessment

Market Segment: Adults 26-50 years old in Grand Rapids, MI interested in recreational hockey or a social atmosphere.

I. Demographics

Adults from the age of 26-50 both male and female
Living in the Grand Rapids area and a 45 mile radius/45-minute travel

II. Psychographic/ Lifestyle

Values social interaction with other adults
Values meeting new people and uses as a social interaction away from work
Value being out of the house and in a recreational environment
Value experience to be unique and memorable

III. Behavioristic

To come to the game and get a satisfying experience and meet new people
To come with friends, family, significant others and enjoy recreational hockey
Spend discretionary income on housing, food, utilities and other necessities
Spend other time enjoying other recreational events or facilities.

IV. Targeted Media

Radio stations in the Grand Rapids area.
Websites such as Grand Rapids Griffins website, individual high school's websites
Grand Rapids area newspapers
Other recreational facilities (shopping malls, bowling alleys, movie theaters, sports/ fitness centers, recreation centers.)
Business group package promotional fliers within the business' agency
Social media/networking sites such as Facebook, Twitter, and Youtube.

V. Justification of Selected Market

This target market has been chosen because it currently has the highest fan base of average attendance throughout the Griffins seasons and needs to be respected. The Griffins have a large population in the area of 25-50 and need to be able to connect to this market to gain a sales increase from them. The college market is a good group to aim at but won't cut it when most college students do not have money. Most adults from 26-50 are working a full time job and kids or no kids they can afford an unforgettable experience by coming to the games with friends, family, co-workers, etc.

Size/ Demand of Target Market:

Adults aging from 26-50 in Grand Rapids, MI interested in recreational hockey or an unforgettable experience.

Grand Rapids, Michigan Area

Both males and females above the age of 15 make up for 41% (males) and 40.6% (females) of total population (187,695).

The two largest age groups in Grand Rapids are 25-34 and 25-45 totaling 30% of the total population.

Grand Rapids Griffins attendance averages 6,500 per game.

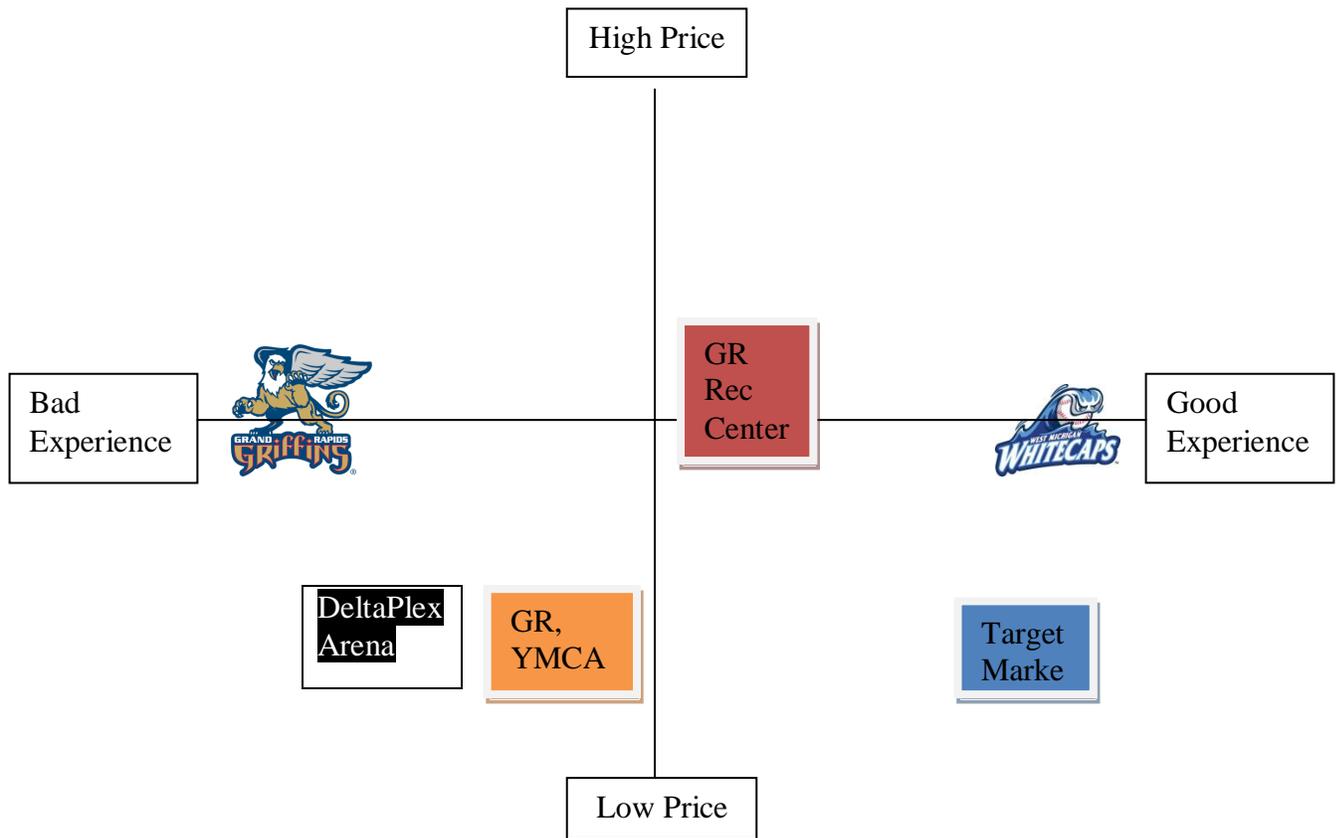
Estimated 30% of attendance is adults from ages 35-45.

Estimated roughly 60% of attendance are males and the rest females (40%)

Sources: factfinder.census.gov

E-mail contact with member of Grand Rapids Griffins organization

Positioning Assessment



The positioning map lays out a cost and experience matrix for the population of the Grand Rapids area. It shows various competitors and the Griffins in a direct relationship with price and experience. The map shows a vague ranking on how our agency is in relationship to its competitors. All in all, the Griffins are very high in the experience category, but are a bit more expensive in regards to the adult target market. In regards to the surrounding facilities or events the Griffins are the best experience but also the most expensive,

SMART Marketing Objective:

To increase the attendance of adults aged 26-50 for the 2010-2011 season. We are currently hovering around 30% from the ages 35-45 and would like to broaden our spectrum for that age a few years each way and increase to a 45% in the 2010-2011 season. Since our attendance averages approximately 6,500 we would be looking to have close to of them 3,000 from the age of 26-50.

Competitive Analysis

Your Agency: Grand Rapids Griffins

Your Name: Kyle K. Rhody

Your Competitor: DeltaPlex Arena & Conference Center, 2500 Turner NW,
Grand Rapids, MI 49544

Today's Date: 3-18-10

	Attributes of Your Agency	Attributes of Your Competitor
<i>Size</i> (i.e. square feet, # of seats)	Seating capacity= 12,000 Arena floor- 85' x 200' for hockey competition	Seating capacity= 3,400 Multi-purpose area (ice rink, basketball courts, gymnastics, concerts, etc.)
<i>Features</i> (detail)	Fundraising opportunities Fan ticket packages Game day promotions (\$1 days) Group ticket packages Community events: Youth foundation Griffins kids club	Dressing rooms Concessions Meeting spaces
<i>Fees</i> (i.e. individual, group)	Single game: \$5-30 Season tickets: \$440- 1,056 20/10 game plans Group ticket prices Youth hockey packages	Prices vary depending on specific event at the venue. Range from \$5-\$40+
<i>Market segments served/focus</i>	College students Sports fans/ hockey watchers Families	Families Children Sports fans
<i>Other/misc.</i>	Do not own Van Andel Arena Affiliated with Detroit Red Wings	Rents the venue out for a variety of events

Explanation of Competitive Analysis



Van Andel Arena- Grand Rapids Griffins



DeltaPlex Arena & Conference Center

Like most sports teams there is competition and not just between the athletes but for its venue in general. A competitor for the Grand Rapids Griffins is not necessarily another specific team but a plethora of options out of a single venue center. The DeltaPlex Arena & Conference Center is a venue that offers gymnastics, basketball courts, and ice rinks for many youth and adult sports. The Venue can also be open for smaller concert performances or events much like concerts.

DeltaPlex is about two thirds smaller than the Van Andel Arena, which holds up to 12,000 in a sell out attendance. DeltaPlex does not have a professional hockey team that plays at the facility or any professional team for that matter; however, for many adults who are looking for a recreation experience DeltaPlex comes into competition. Many youth and adult leagues are held at DeltaPlex, this can hinder such people to attend a Griffins game due to a league game of their own or a cheap game to watch at the youth level. Adults 26-50 could have kids or family members who play sports at DeltaPlex and would rather go see them play instead. The experience and cost are directly correlated and shown in the positioning map on the following page. Sometimes a cheap experience is the best other times you really do pay for what you get.

The two venues do not directly compete in a sense of the same level sport or facility, but we must think about how our target market would rather spend their money. Some will want to actually play the game were some others might prefer watching. DeltaPlex is not the only competitor of the Grand Rapids Griffins but it is one that should not go unnoticed.

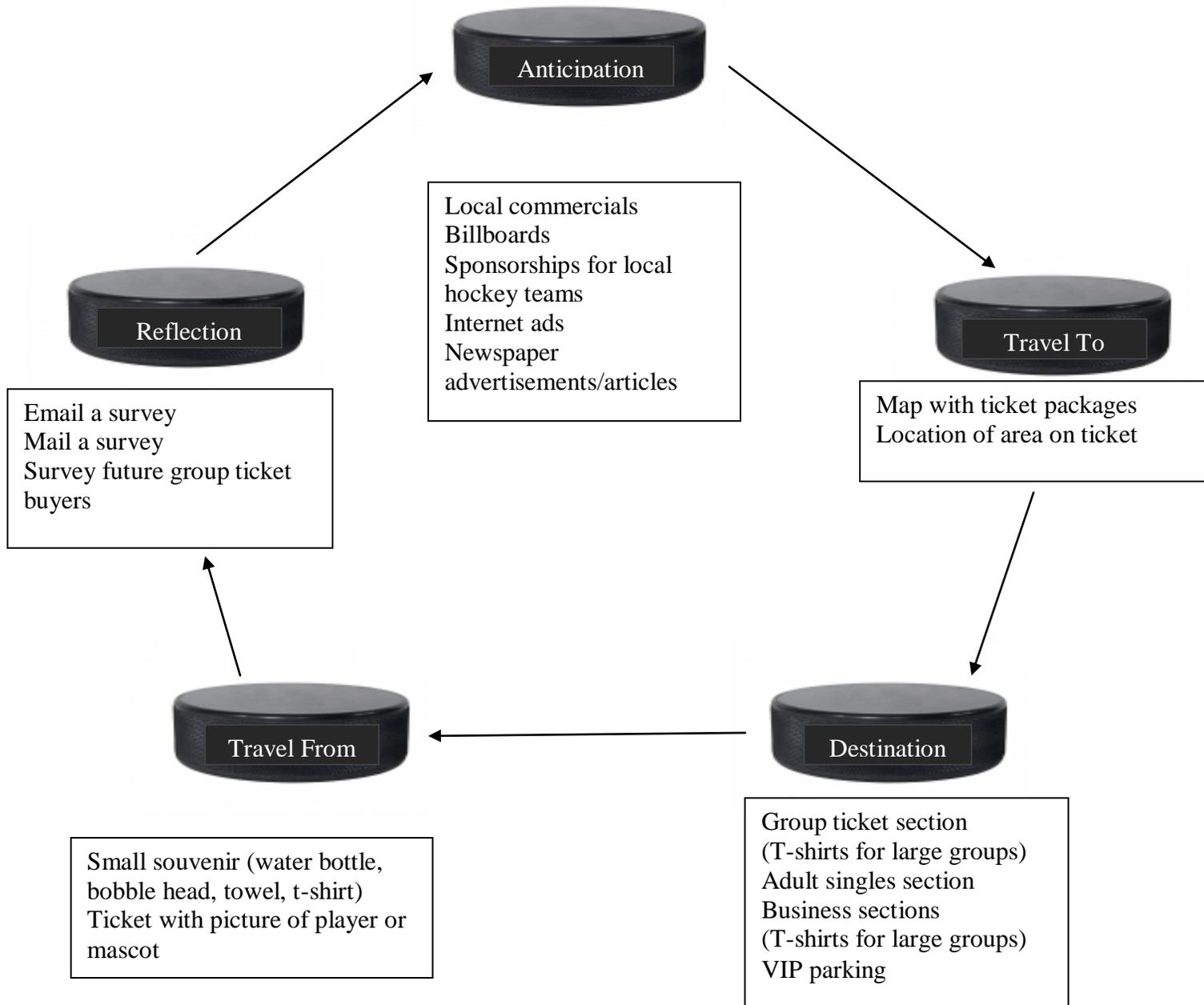


Strategic Marketing Plan- Adults ages 28-50 in Grand Rapids, MI interested in recreational hockey.
 Strengths, Weaknesses, Opportunities, and Threats

<p>STRENGTHS:</p> <ul style="list-style-type: none"> - Connection with Detroit Red Wings - Constant movement from one another of players - Location in Grand Rapids - Mascot - Promotions <ul style="list-style-type: none"> - Deals on 4-packs of tickets - Special offers - Giveaways - Food/Beverage deals - Social Networking (Facebook/Twitter) - Package deals for families and businesses - Group rates/special packages - Sport of hockey is growing due to Olympic popularity - Community involvement - Bundling with the NHL network - Job Opportunities page 		<p>WEAKNESSES:</p> <ul style="list-style-type: none"> - Website: too much clutter - Game nights on week days - Promotions more during these days - Seem to promote a lot however it is heavy <ul style="list-style-type: none"> - Cluttering of advertisements - Adver fee mainly to colleges and not enough to adults - Bundling with the NHL network - Most adult fans aren't home enough to order the bundles - Not a lot of merchandise for online sales - Possibly too many promotions - not enough towards the older population in attendance - Little marketing efforts towards adults just towards package deals
		<p>OPPORTUNITIES:</p> <ul style="list-style-type: none"> - Renovate the website to be accessible to all - Celebrity endorsement - Similar to Stephen Colbert - Bundle packages <ul style="list-style-type: none"> - Doing a weekday night game (Griffins) and then a weekend home game (Red Wings) - Rew and then rewarding you, they bring more people give them more in return - Olympic involvement with those players that participated in the 2010 Olympics - Most adults work, mail out information to all employers
		<p>THREATS:</p> <ul style="list-style-type: none"> - Other hockey leagues in Michigan - Other sports teams in Michigan - Anyone with higher discretionary income than the average adult - Companies for sponsorship of game nights - At the end of the season/ during playoffs - baseball season starts - Other venue sites such as DeltaPlex and music venues - Grand Valley State University hockey games - Other known mascots - Celebrity endorsement? - Economy - Other entertainment venues in Grand Rapids area



5 Phases of a Leisure Experience





Marketing Mix

Offerings

- Free parking for cars with 4 or more people to encourage carpooling
- Free shuttle from a partnering organization such as a local restaurant
- Singles night, a special section will be set for all single people to meet each other
- Discounted tickets for small and large groups
- Discounted tickets for business groups

Distribution

- Fliers in local businesses
- Mailing list
- Email list
- Newspaper
- Billboards
- Television commercials

Pricing

- Pricing of ticket will vary on sections of seats from \$5-\$30
- Competitor analysis will help set pricing each year
- Group rates for all games including promotional game days



Promotional Mix

Brand

The current logo of the Grand Rapids Griffins is very distinct in the community and the league; therefore there is no change necessary. The team is also affiliated with the very popular Detroit Red Wings, which also helps the Griffins with publicity. The logo in

generals is very functional from color to design and is very eye catching, when you see the logo you know it's the Griffins.

Collateral

- Brochures
- Table tents
- Commercials
- Newspaper or internet advertisement
- Billboards
- T-shirts
- Office supplies
- Towels



Promotional Events

- Singles night
- Represent your business night
- Free t-shirt for groups over 12 people
- Bobble head night for first 1000 people
- Small groups get free towel to wave around at games



Communication Mix

Advertising

- Place advertisement in local news papers in the community, not only will the sports section have coverage of the latest news of the team, but now it will also have special ads promoting events or specials for the games
- Place an announcement on the local radio stations telling public about the upcoming games and specials
- Billboards along highly traveled areas for adults to notice
- Distribute table tents and flyers to local restaurants

Internet

- Before entering the website have an advertisement page displaying the current special group rates and ticket availability
- Keep facebook, youtube, and twitter accounts current and relevant

Sponsorship

- Sponsor local adult athletic teams such as hockey, softball, bowling, etc. the logo will be on the jersey they were for games

Guerilla

- Call random numbers you have in your data base and offer them “special” deals for upcoming games
- Have a staff member go to local business or the mall and place flyers on the cars or approach adults with the flyer

Internal Marketing

- Employee who sells the most group tickets each month gets reward

Direct Sales

- Come to a local sporting event and attempt to sell a team package deal and tell them they will be announced at the game if they all wear there jersey, helps if you target a team you sponsor



Revenue vs. Costs

Our goal for the 2010-2011 seasons is to raise our adult attendance, ages 26-50 years, to nearly 45% of total attendance, which estimates 3,000 of the 6,500 at each game. If we meet this goal at every home game (40) and the average ticket price for adults in a good sections being \$18 the outcome will be \$2,160,000.

40 home games x 3,000 adults x \$18 (average ticket price for adults)= \$2,160,000

According to our timeline and budget we are estimating \$109,500 for costs. As noted we can have a substantial profit for this target market if approached the proper way. The organization will benefit from this marketing campaign.

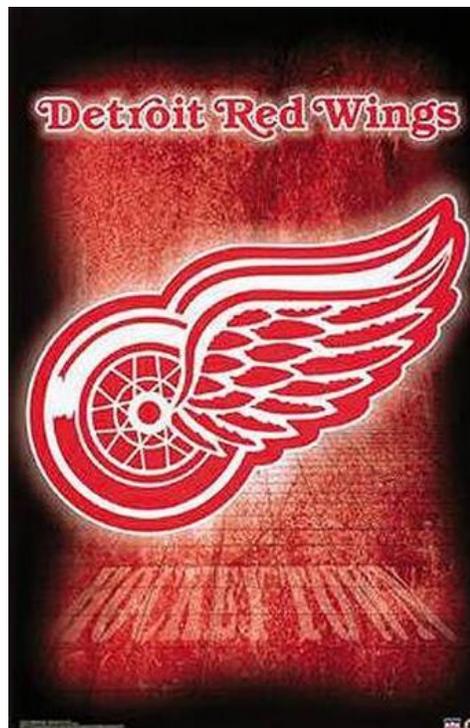
The organization should actually spend more on this marketing plan to target adults and update existing marketing tools the organization has. A way to reduce cost is to use more electronic marketing, such as emailing, website, facebook, twitter, and youtube versus the hard copied fliers. The organization could also cut back on radio advertisement and

again advertise more on the electronic side of things. Bartering for in-kind services can also reduce costs a little “give a little, get a little” method.



Final Observations

Overall, I believe the franchise is doing a fantastic job reaching out to all target markets and meeting all goals of the team. With the team being affiliated with the Detroit Red Wings the Griffins get great publicity nationwide. The Grand Rapids Griffins are definitely taking advantage of all the local colleges within the Grand Rapids community and meet their needs. However, some other markets could use more attention, such as the seniors and teens, giving the teens something to do can keep them out of trouble and the seniors need attention for cognitive and social interactions. Keeping the franchise up to date with technologies and new marketing methods they will be just fine in the future seasons to come, I mean let's face it the Wings and Griffins are a powerhouse just by name and history.



To raise adult attendance to roughly 3,000 patrons at each game in the 2010-2011 season, that's approximately 45% of the total attendance.

Actions	Timeline/Budget/Responsibility												BUDGET	RESPONSIBILITY	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			
Fliers/table tents		X	X					X	X	X				5,000	Marketing
Facebook	X	X	X	X	X	X	X	X	X	X	X	X	X	Time	Marketing
Twitter	X	X	X	X	X	X	X	X	X	X	X	X	X	Time	Marketing
T-Shirts	X		X							X				1,500	Marketing
Sponsorships					X	X				X				1,000	Marketing
Newspaper ads	X	X	X	X	X			X	X	X	X	X	X	40,000	Marketing
Billboards	X	X	X	X				X	X	X	X	X	X	50,000	Marketing
Radio Advertisement	X	X	X	X				X	X	X	X	X	X	5,000	Marketing
Direct Sales	X	X	X							X	X	X	X	2,000	Marketing
Bobble head	X	X	X					X	X	X	X	X	X	2,000	Marketing
Office Supplies	X	X	X	X	X	X	X	X	X	X	X	X	X	2,000	Marketing
Mail	X	X	X	X	X	X	X	X	X	X	X	X	X	1,000	Marketing
Special Events	X	X	X					X	X	X	X	X	X	Time	Event Planner
Press Releases	X	X	X	X	X	X		X	X	X	X	X	X	Time	Marketing and Communication
														TOTAL	109,500



Press Release

FOR IMMEDIATE RELEASE

April 27, 2010
For Information Contact:
Kyle K. Rhody
rhody1kk@cmich.edu

GRIFFINS ARE PREPARING FOR NEXT SEASON

The Grand Rapids Griffins had a long up and down season; despite this they have their sights set on the 2010-2011 season already. The team is promoting and selling season ticket packages already and is in hope of another fun filled season.

With the Detroit Red Wings making yet another amazing playoff run the Griffins continuously growth with their experience since many players on the teams played games for the Griffins during the regular season. This is experience that will become very vital to the team in the upcoming season.

Throughout the season various events will be held at the games to target all ages, whether, it is the infamous dollar dogs, dollar beers, a kids night, or group business night the Griffins strive for excellence. The team and staff ensuring a great experience at each game through events and the superb play of the team during the 2010-2011 seasons.

-End-



Public Service Announcement

FOR USE UNTIL March 30th, 2011

April 27th, 2010

For Information Contact:

Kyle K. Rhody

rhody1kk@cmich.edu

HAVE A LOT OF FRIENDS? WELL THIS SATURDAY IS ANOTHER GRIFFINS HOME GAME AND ALL GROUP TICKET SALES OVER 12 PERSONS WILL RECEIVE A FREE GIFT IF THE TICKETS ARE ORDERED IN ADVANCE, THE LARGEST GROUP IN ATTENDANCE WILL BE ANNOUNCED AT THE GAME AND WILL RECEIVE A SPECIAL GIFT FOR TICKETS AND MORE INFORMATION CHECK US OUT ONLINE AT WWW.GRIFFINHOCKEY.COM.

end

Table Tent



TICKET SPECIALS

GROUP PACKAGES DEALS

FRIDAY COLLEGE NIGHT

TEEN NIGHT

BUSINESS NIGHT

TEAM NIGHTS

PROMOTIONAL NIGHTS

*CALL FOR SPECIAL RATES AS EACH IS
SUBJECT TO CHANGE WITH EACH
EVENT

SEASON TICKET PACKAGES

FULL SEASON PACKAGE

20 GAME PLAN

10 GAME PLAN

FLEX TICKETS

*PRICES VARY PER PLAN AND SEAT
SELECTION

**PRICE LOCK FROM 2010-2011
SEASON TO 2012-2013 SEASON

FOR MORE INFORMATION CHECK US
OUT ONLINE AT
WWW.GRIFFINSHOCKEY.COM

OR

STOP BY THE VAN ANDEL ARENA AND
ASK ABOUT TICKETS AND PLANS





Research Assessments

Global Assessments:

- Travel and tours centered on sports and recreation activities will continue to do well, especially where at least some venues are tailored to appeal to older participants (Plunketts Sports Industry Almanac).
- In 2011, millions will begin turning traditional retirement age (65), resulting in extremely rapid growth in the senior portion of the population (Plunketts Sports Industry Almanac).
- The baby boom segment will have distinctive requirements that should be considered by businesses that want to succeed in evolving markets (Plunketts Sports Industry Almanac).
- The largest single effect that sports create is that of gripping entertainment: hundreds of millions of fans around the globe follow sports daily, whether via radio, television, printed publications, online or in person, as spectators or participants (Plunkett Research Ltd 2005-2010).
- In the U.S. alone, health clubs boast 40 million members, and another 25 million Americans use exercise machines in their homes. America's 78 million baby boomers, with time and money on their hands plus a growing concern about their quality of life, will boost this sector further (Plunkett Research Ltd 2005-2010).

Industry Assessments:

- Combined, the "Big 4" leagues in America, the National Football League (NFL), National Basketball Association (NBA), the National Hockey League (NHL) and Major League Baseball (MLB) leagues bring in about \$17 billion in annual revenue (Plunkett Research Ltd 2005-2010).
- The Wings have only sold enough tickets to fill 87% of the arena. This average attendance figure places them 13th in the league (Features 2008).
- Hockey is by far the smallest of the big four sports in terms of total fan base, television dollars, and sponsorship (Markus 2004).
- The NHL fan base is the most affluent and well educated of the four (football, baseball, basketball, and hockey) (Markus 2004).
- The NHL projects revenue will grow 4 percent this year to \$2.7 billion, with about \$675 million coming from national and local television (Eichelberger 2009).

Market Assessments:

- Today, one in ten Americans - about 35 million people - are 65 or over. Within 30 years this number will double and one in five Americans will be 65 or over (MI Hometown Grand Rapids).
- The senior citizen market – Americans 65 and older – is now projected at 36 million people with few assets, low income and 1 out of 10 live below the poverty level, says a new study (Senior Journal 2005).
- The AHL, which is considered the Triple-A level of hockey, is seeing a 4.7% decline in average attendance through yesterday when compared to the same period last season (The Daily).
- Of the Approximately 25 million people that will leave the labor force between 1998 and 2008, 22 million will be ages 45 and older. Most will be leaving to retire. 19 million was the total number of people who left the labor force the previous decade. After 2008, as more and more baby boomers retire, the impact of their retirement will continue to grow. (Bureau of Labor Statistics)
- Attendance at minor league hockey games is down nationwide. The only exception is in the ECHL, which has seen a 2.2 percent increase in per-game attendance after losing four of its seven lowest-performing franchises since the end of last season (AP Sports 2009).

Primary Research Project:

From looking at the statistics above it is clear that senior citizen population is a huge growing population and that the Grand Rapids Griffins need to research to see how they could better reach the senior population (ages 50+). Since senior citizens are not necessarily all online and working with email and networking sites so I think that a survey sent by the mail would be the best way to go about the research. This survey would ask specifically what they want from the Grand Rapids Griffins in order to attend more games, whether it is discounts, promotional packages, certain seating areas, etc. The survey would also need to ask the senior market what needs to be improved and what areas they are doing well with. For this to be a successful survey I would recommend that a majority of the survey be simple where they can circle their rating on a scale from 1-10 on certain categories. At the end of the survey they would be able to write as much additional information as they need. This is a huge market that should not be missed out on.

Research Summary:

The Grand Rapids Griffins really work hard to reach the college market, which is great, but there are so many more markets out there that need to be reached. With the amount of seniors retiring and the attendance rates in games being lower, it is obvious that the

seniors need to be reached out to better. Learning that low income is a factor for senior citizens it is important to try and come up with cheap ways for seniors to be able to attend games. The Grand Rapids Griffins work so hard to reach the college students and even families around the area that the senior market is a forgotten population. A lot of the decrease in attendance to AHL hockey games seems to be the economy and it is tougher to reach out to different markets



Target Market Assessment

Market Segment: Senior Citizens ages 51+ in the Grand Rapids, MI areas (Kent County) who are interested in recreational hockey.

I. Demographics

Senior Citizens 51+ male or female
Living in the Grand Rapids Area/Kent County

II. Psychographic/ Lifestyle

Values time spent with others with similar interests
Look for activities to meet new people of the same age group
Wants new experiences/relive their old experiences as youth
Being able to get out of the house and enjoy life without family always around time to spend with friends

III. Behavioristic

Money is usually saved for family members or for expensive trips they may have never been on, such as a cruise, traveling around the world, or visiting states they didn't get to make it to before.

Fixed income causes senior citizens to be more frugal with what they spend their money on. They might want to save their money, or only spend it on activities that they view positive, which is why the Griffins need to really advertise the positive aspects of the game.

They buy things they could never have as kids, now that their families have grown up and move out they are able to spend a little bit more on themselves when they see it appropriate. Examples of this could be a new car, a vacation, a timeshare in Florida or another vacation home.

IV. Targeted Media

Grand Rapids newspapers such as the Grand Rapids Press, Out On The Town, and Grand Rapids Magazine

Grand Rapids radio stations targeted to an older population including: 96.9 Classic Rock, 98.7 Oldies, 105.7 Soft Rock, 1300 AM News/Talk, 1340 AM Sports, etc.
Fliers and table tents for restaurants in the area
Information sent out by mail, as most senior citizens will look at the mail they receive
Emails to those who sign up to be on a mailing list, or who can be accessed through other services

V. Justification of Selected Market

The senior citizen market was selected because it is a very important market and contains a fair amount of the population in the Grand Rapids area. Senior Neighbors, Inc. is a group of services offered throughout the Grand Rapids area that provides different activities for seniors to attend to. This is the main place for seniors to go to when they are looking for events marketed towards them, however there is no opportunity to attend sporting events through these services. If the Grand Rapids Griffins could create an opportunity for these people it would be incredible and something new for them to do. Sports and recreation is very popular among senior citizens, many enjoy “reliving” their youth by attending games like they used to, and this is the perfect opportunity for them to be able to. Senior citizens will soon be one of the highest population groups and it is important that we reach out to them.

Size/ Demand of Target Market:

Senior Citizens ages 51+ in the Grand Rapids, MI areas (Kent County) who are interested in recreational hockey.

Grand Rapids, Michigan Area

Ages 65+ = 10.7% of total population

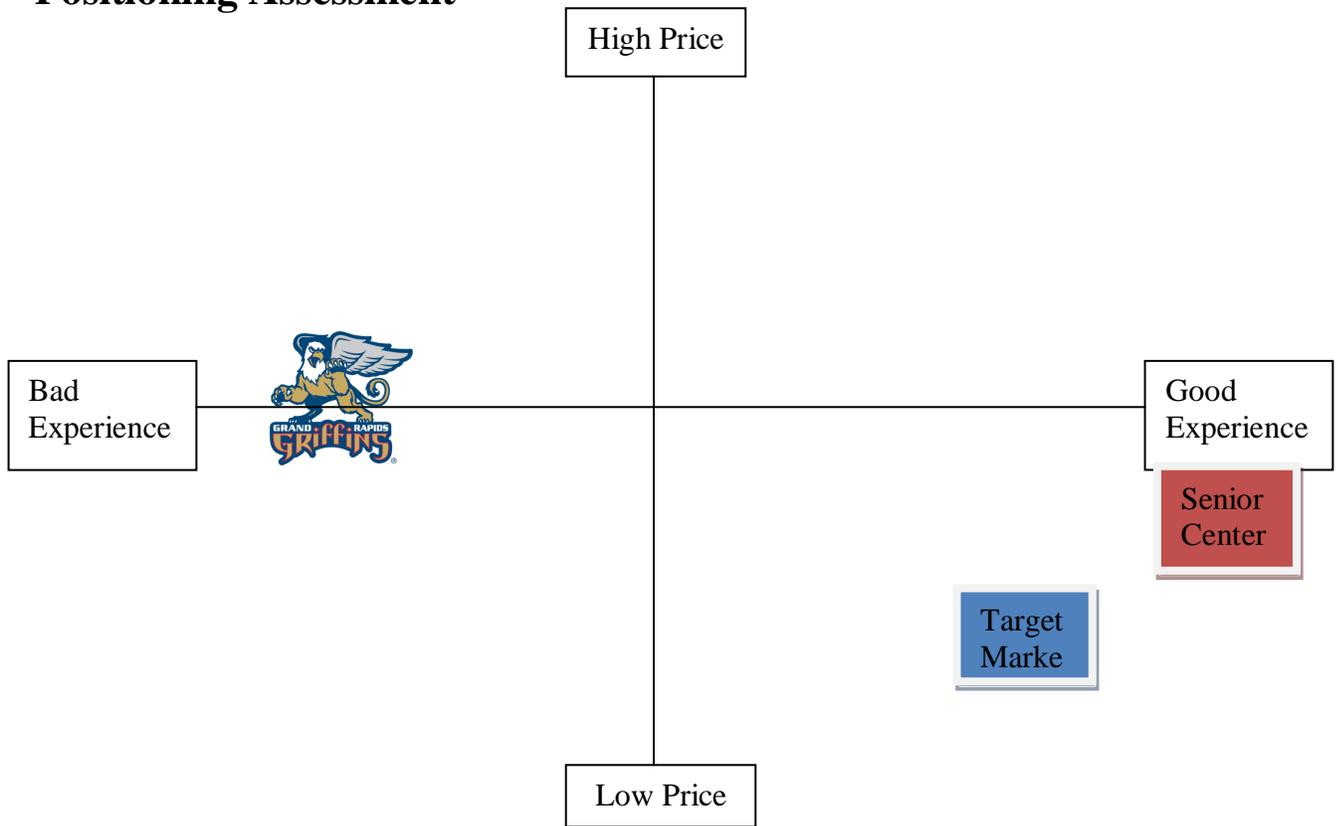
People ages 65 + living in Grand Rapids, Michigan= 20,104

Grand Rapids Griffins attendance averages 6,500

Sources: factfinder.census.gov

The size was figured out by the census, which gave me information about how many senior citizens were living in the Grand Rapids area. There are 20,104 people that are over the age of 65 living in this area. The amount of people is about 3 times as big as the average amount of people who attend a Griffins game. With the market being this big it is critical to reach out to people over the age of 65 and to try and get more seniors attending the games.

Positioning Assessment



The target market here is looking to have a good experience at a low price, the Grand Rapids Griffins are currently offering a good experience at an average price. The senior centers around the area are able to offer a good experience at a low price. The Grand Rapids Griffins need to lower their prices to reach the level where the senior center is at and they need to offer an experience that will surpass their expectations and in return pass the mark of the senior centers.

SMART Marketing Objective:

Increase the number of senior citizens ages 51+ in Grand Rapids, MI interested in watching hockey from an estimated 5% (325 people) to 10% (650 people) of attendees by the end of the 2010-2011 season.

Competitive Analysis

Your Agency: Grand Rapids Griffins

Your Name: Elizabeth Gray

*Your Competitor: Senior Neighbors, Inc. (616) 459 - 6019
820 Monroe Avenue NW, Suite 460, Grand Rapids, MI 49503*

Today's Date: 3-18-10

	Attributes of Your Agency	Attributes of Your Competitor
<i>Size</i> (i.e. square feet, # of seats)	Seating capacity= 12,000 Arena floor- 85' x 200' for hockey competition	4 Locations located through out Kent County
<i>Features</i> (detail)	Fundraising opportunities Fan ticket packages Gameday promotions (\$1 days) Group ticket packages Community events: Youth foundation Griffins kids club	Trip Club Games Housing Services Meals Tax Consulting Social Networking Health and Fitness Activities Volunteer Programs
<i>Fees</i> (i.e. individual, group)	Single game: \$5-30 Season tickets: \$440- 1,056 20/10 game plans Group ticket prices Youth hockey packages	Most programs are by donation or free of charge. Trip Club fees vary depending on location of the trip.
<i>Market segments served/focus</i>	College students Sports fans/ hockey watchers	Senior Citizens Family of Seniors
<i>Other/misc.</i>	Do not own Van Andel arena Griff's Icehouse: practice facility Located in Downtown Grand Rapids Arena doubles as AFL stadium Hosts non sporting events	Located throughout Grand Rapids Area Committed to helping senior citizens throughout the area through different programs, services, and events

Explanation of Competitive Analysis



Van Andel Arena- Grand Rapids Griffins

Senior Neighbors, Inc.-Senior Centers

Van Andel Arena doesn't have a lot of competitors reaching out to the senior market, however Senior Neighbors, Inc. is one that could definitely compete and is able to reach out throughout all of Kent County. Senior Neighbors is a group of senior centers that works together to help provide activities and services for senior citizens. There are four different centers located throughout the Grand Rapids area.

The services that are offered here are mostly offered free of charge or by donation, which makes it easy for many seniors who may be on a fixed income to attend the events or take advantage of the services offered. There are plenty of activities offered for those looking for social interactions such as meals, trip clubs, enrichment classes, local excursions, bingo, tax consultants, and nutrition classes.

With all of these services offered it would be easy for a senior to get comfortable attending the programs offered there and not branching off into something new. The Grand Rapids Griffins needs to put together a senior program that will allow seniors to be able to come to a game and get a good deal. Maybe it would be similar to the trip clubs at the senior center and they would be drawn into it because they are comfortable. It might also be a good idea to work together with the senior center to create something with them and to get the seniors interested.

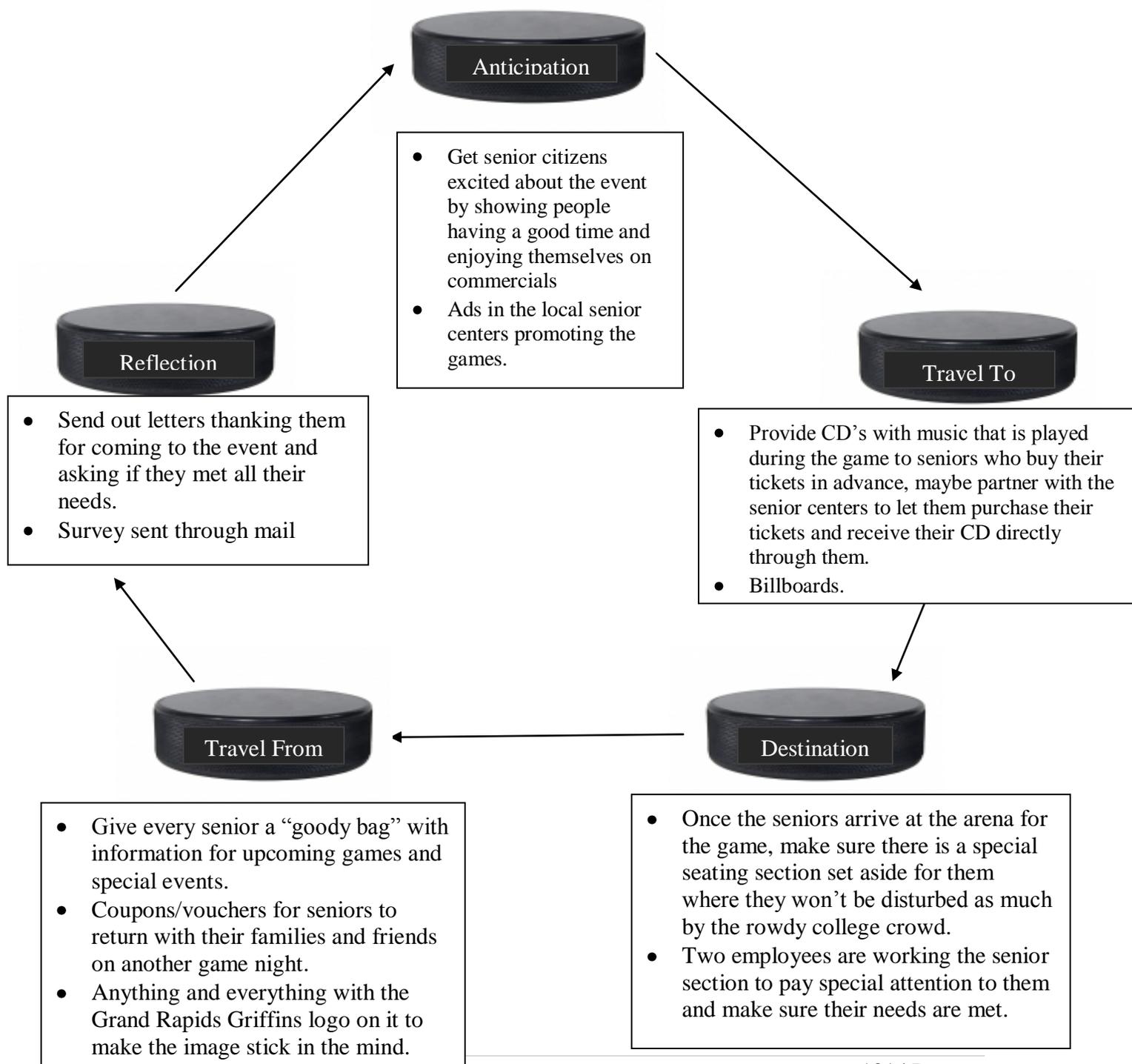


Strategic Marketing Plan- Adults ages 28-50 in Grand Rapids, MI interested in recreational hockey. Strengths, Weaknesses, Opportunities, and Threats

<p>STRENGTHS :</p> <ul style="list-style-type: none"> - Connection with Detroit Red Wings - Constant movement from one another of players - Location in Grand Rapids - Mascot - Promotions <ul style="list-style-type: none"> - Deals on 4-packs of tickets - Special offers - Giveaways - Food/beverage deals - Social Networking (Facebook/Twitter) - Package deals for families and businesses - Group rates/special packages - Sport of hockey is growing due to Olympic popularity - Community involvement - Bundling with the NHL network - Job Opportunities page 	<p>WEAKNESSES :</p> <ul style="list-style-type: none"> - Website: too much clutter - Game nights on week days - Promotions more during these days - Seem to promote a lot however it is heavy <ul style="list-style-type: none"> - Cluttering of advertisements - Advertisements mainly to colleges and not enough to adults - Bundling with the NHL network <ul style="list-style-type: none"> - Most adult fans aren't home enough to order this bundle - Not a lot of merchandise for online sales - Possibly too many promotions - Not enough towards the older population in attendance - Little marketing efforts towards adults just towards package deals 	<p>OPPORTUNITIES :</p> <ul style="list-style-type: none"> - Renovate the website to be accessible to all - Celebrity endorsement <ul style="list-style-type: none"> - Similar to Stephen Colbert - Bundle packages <ul style="list-style-type: none"> - Doing a weekday night game (Griffins) and then a weekend home game (Red Wings) - Reward them regarding you, they bring more people give them more in return - Olympic involvement with those players that participated in the 2010 Olympics <ul style="list-style-type: none"> - Most adults work mail out information to all employers 	<p>THREATS :</p> <ul style="list-style-type: none"> - Other hockey leagues in Michigan - Other sports teams in Michigan - Anyone with higher discretionary income than the average adult - Companies for sponsorship of game nights - At the end of the season during playoffs- baseball season starts - Other venue sites such as DeltaPlex and music venue - Grand Valley State University hockey game - Other known mascots - Celebrity endorsement? - Economy - Other entertainment venues in Grand Rapids area
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5 Phases of a Leisure Experience





Marketing Mix

Offering

Keep the target market happy and make them want to come back for more by:

- Offering more programs that incorporate their families, such as a grandparent's day or a special family night. There should be promotional giveaways and events to keep everyone in the family interested.
- Special seating for senior citizens where they can receive help if they need it and so they can be slightly out of the way of the college crowd.

Distribution Place

In order to reach out to senior citizens it is crucial to market to them and where they will be. Some ideas are to:

- Work with restaurants to create table tents and posters that can be hung up around the area
- Partner with the senior centers, a working partnership where they can purchase tickets through the center would make it more convenient for the senior market
- Target schools, it may seem odd because you are reaching for senior citizens however kids will want to go places with their grandparents or the parents will see the advertisements and want their kids to spend quality time with the grandparents.

Pricing

- Make sure to add special nights where seniors can receive a discount, or field trips with the senior centers where they will receive a good group rate.



Promotional Mix

Promotional Event

Promotional Events:

- Grandkids Day: Invite the grandkids to the game so seniors can enjoy time with their family at the hockey game!
- Family Day: Similar to grandkids day, but invite the whole family! This gives everyone a chance to do something together and bond over a new activity. Hopefully creating some type of tradition in the family.
- Senior Group Travel Packages: Working with the senior centers, make group field trips. Have a tour of the arena before the game or a meet and greet with the players after the game for the seniors.
- Birthday Celebrations: Everybody likes to be recognized on their special day, put their name on the big screen! Provide them with a coupon for a free dinner and provide them with a special Grand Rapids Griffins birthday t-shirt.





Communication Mix

1. Community Relations:

- Work with the schools to put information in the newsletters or on the local school TV channel. If the schools help sponsor “Grandparents Day” it not only brings in the senior market, but also starts building loyalty with a younger fan base.

2. Sponsorship

- Partner with the local senior centers, between the arena, hockey team, and the senior centers they could create a powerful bond and bring many seniors into the hockey games.

3. Quality Service Stewardship

- To ensure that seniors are getting the most out of their experience, make sure the staff is reaching above their expectations. Have them helping carry food, making sure they are in the right seats and spots where they are comfortable, etc. The employees should go above and beyond to make the experience the best ever.

4. Guerilla

- Put informational postcards on cars in shopping centers, at restaurants, churches, senior centers, retirement centers, etc. Hopefully this will reach out to a large group of seniors for a quick and cheap price.
- Create loyalty cards for senior citizens: once they attend so many games they will receive free merchandise or a voucher for something in the concession stands.

5. Viral Marketing

- Create a positive “buzz” between parents of kids who went to “Grandparents Day”. This will get other families excited and wanting to send their kids out with their grandparents as well.

6. Public Relations & Advertising

- Press releases should be sent out to local newspapers with information targeted directly at the senior market.

- Radio advertisement time slots would be good, especially on stations that play older music or talk radio.
- Create billboards that can be seen by all on the way to the game to help attract more people.

7. Internet

- Receive a list of email addresses that can be found at the senior center. Send out a mass email blast to all of these people on the list with information about games



Revenue vs. Costs

After looking at the costs of advertising for the different programs and marketing ideas it came to be \$10,452.00. Since the goal is to increase the number of senior citizens from 325 seniors to 650 the revenue would be greater than the cost. If all tickets were sold at \$12.00 a piece for senior citizens and there are 40 home games the revenue would be \$31,200. After taking out the cost for the marketing and programs the average revenue for senior citizens would be \$20,748.

One way to save money in marketing costs would be to advertise more on the internet, rather than printing hard copies of everything out. This would reach a wide range of people quickly and also be cost efficient.

Another way to reduce costs would be to barter with the sponsors such as the senior centers and the schools. Offer to trade some type of a service or to work with them in order to advertise games and events. A good example of this would be to have the hockey players go into the senior center for a day and spend time with the people there.



Final Observations

The Senior market is a big market right now. With the baby boomers growing older, there needs to be more recreational activities to get these seniors who want to do things and have the money for it, even if it limited or a fixed income. However, they do not want to be treated as the “elderly”, instead they want to be the new generation that has the money and wants to feel younger. They are working out, going places and experiencing new things at their age. The Griffins should really focus on this market because of the growth in the population of it. The Senior market is growing and they have money. Do not doubt that this group will not spend the money; if they have a great deal and going to experience some fun, then they will come.

Target Market Objective: Increase the number of senior citizens from 325 people to 650 peo

Actions	Timeline/Budget/Responsibility												BUDGET	RESPONSIBILITY			
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec					
School TV Channel	X	X	X	X	X	X							X	X	\$100	Media	
Partner With Senior Center	X	X	X	X	X									X	X	Time	Public Relations
Exceed Stewardship Expectation	X	X	X	X	X											Time	Arena Staff
Postcards on Cars												X	X			\$100	Marketing
Loyalty Cards	X	X	X	X	X								X	X		\$300	Marketing
Positive Buzz	X	X	X	X	X	X	X	X	X	X	X	X	X	X		Time	Marketing and Event Planner
Press Releases			X	X										X		Time	Public Relations
Radio Ads	X	X							X	X						\$2,240.00	Public Relations
Billboards	X	X	X						X	X	X	X	X	X		\$3,000	Marketing
Email Blast	X	X	X	X	X	X	X	X	X	X	X	X	X	X		Time	Media
Birthday Celebration	X	X	X	X	X				X	X	X	X	X	X		\$150	Event Staff
Grandkids Day	X	X	X	X	X				X	X	X	X	X	X		\$2,000	Event Staff
Family Day	X	X	X	X	X				X	X	X	X	X	X		\$2,000	Event Staff
Senior Field Trips																	Event Staff
Special Seating Section	X	X	X	X	X	X			X	X	X	X	X	X		Time	Operations Staff
Table Tents in Restaurants	X	X											X	X		\$412	Marketing
Work in Schools	X	X	X	X	X	X						X	X	X		Time	Public Relations
Discounted Prices			X	X									X	X		\$150	Operations Staff
																TOTAL	\$10,452



Press Release

FOR IMMEDIATE RELEASE

Date: April 25, 2010

For Information Contact:

Elizabeth Gray

gray2ea@cmich.edu

GRIFFINS PROMOTE FAMILY VALUES

The Grand Rapids Griffins minor league hockey team is working the schools around the Grand Rapids area to host a game day where grandparents can bring their grandkids for special activities and a fun night of hockey.

It is all about family values lately for the Grand Rapids Griffins. This night allows kids to spend time with their grandparents and create life long memories. Not only will participants receive a free t-shirt if you register early, but you will also get to have a meet and greet with the players and a photo opportunity for the grandparents and grandkids. This is a great opportunity for kids of all ages to spend some time with their family!

To get more information contact Amy Orłowski, Community Relations Coordinator at aorłowski@griffinshockey.com. Pre-register and receive a free t-shirt for all participants! You can also be register by phone at (616) 774-4585. For more information contact Amy Orłowski or visit the Grand Rapids Griffins website at griffinshockey.com

-END-



Public Service Announcement

FOR USE UNTIL MARCH 30, 2010
2010

Date: April 25,

For Information Contact
Elizabeth Gray
gray2ea@cmich.edu

DO YOU FEEL LIKE YOUR GRANDKIDS ARE GROWING UP TOO FAST? COME TO GRANDPARENTS DAY AT VAN ANDEL ARENA FOR A FUN NIGHT OF HOCKEY FOR YOU AND YOUR GRANDKID. THERE WILL BE A CHANCE FOR YOU BOTH TO MEET THE PLAYERS AND TAKE PICTURES, AS WELL AS A FREE T-SHIRT IF YOU REGISTER EARLY. THIS REALLY IS A GREAT CHANCE TO SPEND TIME WITH YOUR FAMILY AND CREATE LIFE LONG MEMORIES! FOR MORE INFORMATION GO TO WWW.GRIFFINSHOCKEY.COM

-end-



\$5.00
Tickets

Grandparents Day at Van Andel Arena

\$2.00
Hot
Dog
& Pop!

Come out to the Van Andel Arena for a night of hockey with the grandkids!

Register early by emailing grandrapidsgriffins@hockey.com to receive free t-shirts!

Sponsored by Grand Rapids Community Schools



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