INTEGRATED MARKETING CAMPAIGN—EVENT
KING PHILIP REGIONAL HIGH SCHOOL
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INTEGRATED MARKETING CAMPAIGN—EVENT

I. EXECUTIVE SUMMARY

DESCRIPTION OF THE EVENT, PRODUCT OR SERVICE
The minor league baseball team for the Boston Red Sox, the PawSox, is moving from Pawtucket, RI to Worcester, MA. Our 45-day marketing campaign “Embrace the Bear” will promote Opening Day 2021 for the new team, the Worcester Red Sox. Opening Day will be the first home game for the team; it will be a community event on April 10 at Polar Park that will serve as the gateway to success in the new city.

CAMPAIGN OBJECTIVES
- Sell Out Opening Day
- Establish Fanbase/Create City Identity
- Increase Digital Brand Presence
- Successfully Market Opening Day to Worcester

CAMPAIGN ACTIVITIES AND SCHEDULE
- February 25: Social Media Campaign, Fun Fact Posts (#worcesterpedia), New Merchandise, Direct Mailing
- February 27: Polar Plunge
- March 2: Blog Launch
- March 13: Video Contest
- March 27: The Amazing Race, Daily Radio Ads
- April 3: Charity Softball Game
- April 10: Opening Day

CAMPAIGN TARGET MARKET
- PRIMARY: Middle class parents, ages 30-50, seeking quality family time
- SECONDARY: White-collar, educated, men/women, ages 18-35

CAMPAIGN ACTIVITIES AND SCHEDULE

BUDGET

<table>
<thead>
<tr>
<th>Event</th>
<th>Expenses</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Campaign/Fun Fact Posts</td>
<td>$10,500</td>
<td>****</td>
</tr>
<tr>
<td>New Merchandise Launch</td>
<td>$20,000</td>
<td>$35,000</td>
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<tr>
<td>Direct Mailing</td>
<td>$7,760</td>
<td>****</td>
</tr>
<tr>
<td>Radio Ads</td>
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<td>****</td>
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<tr>
<td>Polar Plunge</td>
<td>$1,040</td>
<td>****</td>
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<tr>
<td>Blog Launch</td>
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<td>****</td>
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<td>Video Contest</td>
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<td>Amazing Race</td>
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<td>Charity Softball Game</td>
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<td>Totals</td>
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<td>Net Expense</td>
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*Detailed breakdown of budget on page 8; budget appears in this layout due to the advice of Dr. Charles Steinberg, President of the PawSox

KEY METRICS
- Cost to Acquire a Customer—Estimated to be $5.21 (derived by dividing the overall $10,415 investment by the expected 2,000 fans that will attend Opening Day as the direct result of our marketing campaign)
- Event Attendance—High event attendance creates more opportunities to convert leads into paying customers
- Traffic, Social Sharing, Cost Per Lead—Online interaction with brand signifies strong fanbase; Cost per lead estimated to be $2.33 (derived by dividing $10,500 social media investment by total follower growth of 4,500 people)
- Return on Investment (ROI)—Represents overall success

STATEMENT OF BENEFITS
- 284% ROI from $10,415 Investment (this ROI excludes the lasting effects of the campaign throughout 2021 season; accounts for Opening Day alone)
- $29,585 Profit on Opening Day (based on the estimated $20 profit from each of the 2,000 fans attending as the direct result of our marketing campaign; ticket sales and concessions create the profit)
- Creation of new fanbase in Worcester (this benefit is largely due the extent of our campaign which reaches between 20,000 to 30,000 Worcester residents)
- A drastic increase in brand awareness

CONCLUSION
After garnering support from future key players within the Worcester Red Sox organization, such as PawSox President Dr. Charles Steinberg, we implore you to implement our marketing campaign. With an estimated ROI of 284%, the “Embrace the Bear” campaign will result in a successful Opening Day 2021.
II. DESCRIPTION OF THE EVENT, PRODUCT OR SERVICE

Our 45-day marketing campaign, “Embrace the Bear,” will promote Opening Day 2021 for the Worcester Red Sox, nicknamed the “WooSox.” The event will be held on Saturday, April 10, 2021 at Polar Park, the new stadium for the Worcester Red Sox. The stadium fittingly derives its name from the partnership between the team and Polar Beverages. Since Polar Park has a maximum capacity of 10,000 people, it is our intention to ensure that attendance at this event hits this mark. Doing so will require an effective marketing campaign to be in place to foster enthusiasm for the game. Ultimately, attendance at Opening Day will be a measure of the receptiveness of the city to the new team. Like all ceremonial opening days, it will be a gathering of the baseball community to celebrate the beginning of a new season. This event will be the culmination of the “Embrace the Bear” campaign, as it will occur on the 45th and final day of the marketing campaign.

III. CAMPAIGN OBJECTIVES

Sell Out Opening Day- Our marketing campaign will strive to sell out Opening Day 2021 for the Worcester Red Sox.

Establish Fanbase/Create City Identity – Relocating from its longtime home, we need to create an entirely new fanbase that views the team as an extension of Worcester.

Increase Digital Brand Awareness- We intend to gain at least 1,500 followers on each of the big three social media platforms- Twitter, Instagram, and Facebook.

MAIN OBJECTIVE:
SUCCESSFULLY MARKET OPENING DAY TO WORCESTER TO HELP THE TEAM TRANSITION SEAMLESSLY TO ITS NEW CITY