



Marketing Plan 2010

Table of Contents

I. Community Relations	3
II. Interdepartmental Marketing	9
III. Fan Entertainment	21
IV. Customer Service & Research	31
V. Sales Liaison	37
VI. E-Mail Marketing	40
VII. Ticket Marketing – IST Renewal Sales	48
VIII. Ticket Marketing – IST New Sales	58
IX. Ticket Marketing – Single Game Tickets	71
X. Weekly Promotions	82
XI. Social Media	93
XII. Website	97
XIII. MAX Capital City Classic	102
XIV. Broadcasting (TBD)	112
XV. Media/Public Relations (TBD)	

Community Relations

BACKGROUND

The Biscuits community efforts were slightly expanded in 2009 by adding a Promo Street Team plan and continuing to give back through staff speaking engagements, mascot/player appearances, donations packages and Biscuits Charities.

The Biscuits organization received 168 donation requests (as of 11/2/09), 114 of which met our philosophy requirements and were filled through the donation of approximately \$850 of retail value merchandise and non-value SWAG goodie bags. We continued to use the Owner's Seat ticket certificates as a valuable donation and had a redemption rate of 44% (27 of 62 certificates redeemed).

The unused ticket donation program received 443 tickets for distribution among Biscuits Charities and other local non-profit groups. All tickets were distributed by the final game and tax receipts were sent to both donating parties and recipients.

We contracted Olympus Flag & Banner to work on the Big Mo costume relaying the fur on the head, patching holes and purchasing new shoes. Despite the work the costume continues to fall apart and needed constant mending throughout the year.

The mascot completed 51 marketing, sales and sponsorship related appearances, meeting the goals of the 2009 Marketing Plan (as of 11/2/09) for MKT appearances of 30. Sales only utilized Big Mo for 14 appearances, 6 less than the budgeted number for their events. The quality of our player appearances was increased with the involvement in two hospital appearances with sponsorship client Baptist Health and "Biscuits Reading Month" in July with three events at local libraries.

Appearances also saw the inclusion of the Promo Street Team, which utilized Biscuit Bunch members for appearances and grassroots marketing. Street team members were used at 5 different events and are slated to participate in two of three holiday parades in December.

Biscuits Charities Night ran smoothly in partnership with sponsorship. The auction of away jerseys raised approximately \$1200 for the River Region United Way. We also reformatted the post-game jersey distribution for better organization of winners. We continued to offer a Championship season (2006) autographed bat to the silent auction, as well as twenty game-used broken bats and old player nameplates that we sold for \$20/\$5, respectively, through retail.

This will also be the second year that the staff participates in the Christmas donation – we will be formatting similar to Lansing where the entire staff participates and joins together for a wrapping party to celebrate togetherness and the season – this event will take place in December.

OBJECTIVE

Maintain a positive image within the River Region by pursuing opportunities for the Biscuits to support local programs and organizations.

STRATEGIES

- Assist local non-profit organization events through the use of value and non-value gift donations, keeping in consideration that these organizations directly support children.
- Make the best use of the unused ticket donation program for both donors and receiving organizations.
- Utilize the mascot, players and staff as a fixture in the Montgomery community, when appropriate for both marketing and sales related functions, without over exposing and diminishing value.
- Strategically partner with larger non-profit organizations that will connect the Biscuits as a community minded business through the Biscuits Charities program and profile these partnerships within the ballpark.
- Expand awareness of the Biscuits involvement within the Montgomery community including Biscuits Charities.

TACTICS

Assist local non-profit organization events through the use of value and non-value gift donations, keeping in consideration that these organizations directly support children.

1. Communicate that all donation requests must be made in writing with requesting organizations by listing on the website, informing full-time staff of procedures (through email reminders in October, February and June) and fielding phone calls as necessary.
2. Proactively seek requesting organization's tax identification numbers by requiring parties to include in written request on company letterhead before pick-up of donation can be arranged.
3. **Donate to at least 125 organizations** over the year utilizing SWAG items (leftover giveaways, baseballs) and \$850 worth of value retail merchandise (final number to be set by ownership) while remaining conscious of quantity and quality of items being donated.

4. Utilize the Owner's Seats as ticket donations for events while tracking the rate at which the certificates are being redeemed, without overusing and diminishing value.
5. Consider the use of the Owner's Suite for larger scale auction events (maximum of one or two) based on availability and Ownership approval.
6. Utilize "priceless" experience-related donation options that can be provided as a package including VIP tours, batting practice involvement, first pitches, etc... while keeping in mind the execution of packages.
7. Communicate with sales representatives when sales-related organizations or businesses requests come in, utilizing them for approval and contact on requests.
8. Keep organized records of donations and requests through Excel spreadsheet and Donations binder; communicate to Director of Finance in Chicago by forwarding Donations chart twice annually.
9. Work with Finance Department to obtain budget general ledger at the end of every month to track RSR charges.

Make the best use of the unused ticket donation program for both donors and receiving organizations.

10. Review and communicate process/procedure for unused ticket donation program with Box Office Manager and sales representatives prior to season (April 1st) and again in-season prior to the Never A Wasted Ticket mailer (July 19th).
11. Catalogue incoming unused ticket donations and requests in the Unused Ticket Donation chart.
12. Proactively request tax identification number from donors, and charity recipients, in order to confirm that both parties receive the appropriate paperwork for tax credit; send letters to donors and recipients within one week of ticket redemption.
13. Work with the Ticket Marketing Assistant to ensure that information on the Unused Ticket Donation program is in the "Never A Wasted Ticket" mailer and email in early August 2010.

Utilize the mascot, players and staff as a fixture in the Montgomery community, when appropriate for both marketing and sales related functions, without over exposing and diminishing value.

14. Request that all mascot, speech and player appearance requests be made in writing by listing procedures on website and communicating with staff via email in November 2009 and April 2010; **also reviewing procedures with new employees as they are hired.**
15. Schedule mascot to participate in at least **40 marketing related appearances (including in-house events and grassroots ticket marketing efforts)** over course of year by filling requests from groups outside of sales or sponsorship accounts. **(Budget accordingly)**
16. Budget for purchase of hand held video camera to film Big Mo appearances so that we can post videos of appearances on website and/or Facebook Page.
17. Update the Big Mo section of the website **bi-weekly** with appearance photos, videos (if applicable) and updated appearance schedule.
18. **Maintain and update Big Mo's Facebook Page with appearance photos, videos and dates. Keep content fresh by updating status daily.**
19. **Continue utilizing Promotional Street Team to escort the mascot on select appearances and incorporate into more ticket marketing efforts (in conjunction with SGT & weekly promotion marketing plans). Write detailed plan including budget considerations by November 20, 2010.**
20. **Research new mascot suit company options in conjunction with Lansing and select a minimum of four companies for PSM representatives to meet with at Winter Meetings in December 2010.**
21. **Determine timeline for redesign of Big Mo costume in conjunction with Lansing's redesign of Big Lug, keeping in mind the following:**
 - **Maximizing functionality of suit for the performer without drastically changing character image**
 - **Familiarity of materials offered and expense of redesign**
22. Maintain upkeep of mascot costume by training employees how to use the drying mechanism, scheduling monthly cleaning and purchasing anti-bacterial spray.
23. **Write plan for 2010 player appearance calendar including hospital visits, library program and YMCA opportunities, including list of at least eight appearances, detailing out player involvement and expansion opportunity (providing Biscuits giveaways). (Deadline - December 18, 2009).**
24. Utilize players for inside the ballpark sales/sponsorship related events four (4) to seven (7) times over the course of the season based on need and request for involvement.

25. Meet the Team – Work with sponsorship (and Fan Entertainment) to execute the meet the team event one day prior to opening night, including event promotion, planning and execution.

26. Have staff participate or speak at a minimum of seven community events, organization meetings or fundraisers.

27. Update Biscuits power point presentations (including General and Branding presentations) for use on staff speaking engagements by January 15, 2010 and throughout year as needed.

28. Participate in at least three (3) Christmas parades in the River Region (Montgomery, Prattville, Wetumpka) with staff and mascot and determine plan for float/vehicle use and promotional materials/signage needs so that it may be included in budget.

29. Work with the Alabama Department of Family Services to select a family for a Christmastime donation (budget \$500). Solicit entire staff to participate in the event by shopping for gifts and wrapping together on one Friday afternoon in December. Coordinate with Human Resources department.

Strategically partner with larger non-profit organizations that will connect the Biscuits as a community minded business through the Biscuits Charities program and profile these partnerships within the ballpark.

30. Assist Sponsorship in creating and executing pro-bono sponsorship packages for seven (7) key charitable groups by developing a package that meets each charities specific objective as needed.

31. Review video vignettes from 2009 Charities Night and determine needs for new videos from partners by August 9, 2010. Film any new videos with charity partners and sponsorship (based on 2009 format) by August 25, 2010.

32. Meet with sponsorship and Fan Entertainment by August 1, 2010 to brainstorm new ideas for scoreboard and game inventory for Biscuits Charities Night in order to create awareness of charity partners while remaining entertaining to fans in attendance.

33. Host a memorable “Biscuits Charities Night” on August 28, 2010 including a game worn jersey auction that begins as online auction one week prior to event and concludes at the game. Promote auction and Charities Night through in-house inventory for two weeks prior to events.

Expand awareness of the Biscuits involvement within the Montgomery community including Biscuits Charities.

34. Work with Media Relations department to write press releases and media alerts that will notify local media of Biscuit community events including appearances and Biscuits Charities events.

35. Include community related stories or highlights on the website at least two times during the season and once during the off-season (final schedule included in website media wall plan). Ideas can include the following:

- Involvement in Christmas parades
- Christmas family donation
- Mascot appearances at big events
- Player appearances
- Biscuits Charities

36. Monitor feedback to gauge success and feeling towards Biscuits role as a positive partner within the community.

2009-2010 Interdepartmental Marketing Plan (Montgomery Biscuits)

COMPLETION KEY:

OFF-SEASON

FEB. 15th – MAR 1st

BACKGROUND

Interdepartmental Marketing encompasses a broad range of responsibilities designed to maintain brand consistency across all departments of the Biscuits organization. Much of the Interdepartmental Marketing personnel's duties are focused on making sure that all forms of Biscuits branded ballpark signage in retail, food service, box office, and operations are consistent and of high quality.

For the 2009 season, Helena was solely responsible for Interdepartmental Marketing. Helena along with our GM and Assistant GM managed and kept the Biscuits as a high quality brand. Retail saw minimal changes due to the large overhaul in 2008. Food service had major improvements to the overall look and feel of their operations.

- New Value Meals including a drink
- New Portable Menus with Thirsty Thursday price
- New Portable Pictures on the following portables: Philly, Sausage, Hamburger and South of the Border
- New sticky vinyl Napkin Holder signs advertising value meals and Biscuits Stimulus Plan

Box Office had minor signage changes but these small changes reinforced the high quality appearance of our brand. Operations saw the largest improvements to the overall appearance of Riverwalk Stadium.

- Refurbishing of Monty & B on the scoreboard
- Filling in chips on the scoreboard
- New Biscuits Flags
- New Outfield LED Covers
- Painting the press box and front offices
- New six lawn signs keeping fans off of the wall

Lastly, the new strategy to enhance our brand by promoting the Biscuits as the double A affiliate of the Tampa Bay Rays added new signage projects around the ballpark. The largest item being the Tampa Bay Rays outfield board.

OBJECTIVE

To continue to provide necessary marketing support to all non-sales departments in the company, and be responsible for the appearance of Riverwalk Stadium from a communications standpoint with the overall goal of appropriately representing the Montgomery Biscuits brand.

STRATEGIES

- Promote and drive traffic to the Junior League Holiday Market.
- Drive traffic to the Eastdale Mall Holiday Store and promote internet sales during the Holiday Season.
- Assist retail department to increase traffic to the Biscuit Basket and enhance online sales.
- Assist retail department with presentation and communication of retail related information.
- Continue to work with food service department to maximize sales through effective communication and presentation.
- Work to improve fans perception of all food service products toward a higher quantity and value.
- Effectively provide Box Office manager with appropriate tools for necessary ticket materials and communication to both employees and customers.
- Work with Baseball Operations department to enhance players stay in Montgomery, while creating a smooth transition for new players (includes umpires & coaches).
- Proactively assist Director of Operations on appearance and maintenance of Riverwalk Stadium, including all signage.
- Assist the HR department and GM in developing and executing the Human Relations Marketing Plan; which includes providing all pertinent information to all full-time, part-time and seasonal employees.
- Enhance the Biscuits brand by advertising and promoting the Montgomery Biscuits as the Tampa Bay Rays AA Affiliate.

TACTICS

Promote and drive traffic to the Junior League Holiday Market.

1. Place the Junior League Holiday Market dates on the stadium marquee from October 21st - 25th.
2. Place information on our homepage about the Biscuit Basket being present at the Junior League Holiday Market and be able to link to more event information at the Holiday Market website.

3. Email entire email database promoting the Junior League Holiday Market dates and website while announcing the Biscuit Basket will be present and emphasizing season tickets available for purchase.
4. Assist with appropriate signage and set up of Holiday Market Booth.

Drive traffic to the Eastdale Mall Holiday Store and promote internet sales during the Holiday Season.

5. Use the stadium marquee from to communicate the following messages about the Eastdale Mall Holiday Store: Opening Day and store hours.
6. Work with Graphic Designer to place information on our homepage about the Eastdale Mall Holiday Store for opening day, dates of operation and store hour information.
7. Send email to entire email database promoting season tickets and the opening of the new Biscuit Basket store at the Eastdale Mall on **Monday, November 23rd (before Thanksgiving)**.
8. Work with the Ticket Marketing Manager to make sure holiday outdoor regular boards are put up and maintained from **November 15th - December 26, 2009**.
9. Assist with appropriate signage and set up of Holiday Store.

Assist retail department to increase traffic to the Biscuit Basket and enhance online sales.

10. Continue to send out quarterly retail emails to the entire database to promote specific items or events on the following dates (dates may change from year to year): **Retail will manage directly with Ryan**
 - a. Spring- The purpose is to advertise new items emailed out March 25, 2010.
 - b. All-Star Break- The purpose is to advertise either affiliate or Americana items emailed out July 15, 2010.
 - c. Fan Appreciation Day- The purpose is to advertise the one-day only annual sale (at game only) to fans emailed 2 weeks prior to game approx. August 15, 2010.
 - d. Holiday Market- The purpose is to advertise the Biscuit Basket at the Junior League Holiday Market and email out October 20, 2010.

11. Continue to promote the Item of the Homestand. It needs to change every homestand with a new item. Advertising and promotional details are as followed:

- a. Online- Should be advertised on our homepage stating while supplies last highlighting the discount price. **Retail will manage directly with Ryan**
- b. Signage- Needs to have signage in-store next to the designated item, stating it's the Item of the Homestand and promoting it in the store (as well as on the web) while supplies last highlighting the discounted price. **Managed by Marketing Intern**

The signs must follow these guidelines:

- Include price of item
 - Copy consistent for each item, each homestand
 - Signs in-store consistent w/rest of current store signage
- c. Commercial on Scoreboard- Assist Director of Fan Entertainment to shoot the Item of the Homestand Commercial prior to homestand. This commercial will announce the new item on the FIRST DAY of the homestand and run each day of the homestand. **Managed by Fan Entertainment**

The only time, during home games throughout the season the video commercial will not run, is the 2 weeks prior to the Fan Appreciation game & sale. During these 2 weeks it will be replaced by the Fan Appreciation video commercial.

12. Continue to work with Director of Fan Entertainment in updating and monitoring retail pre-game and in-game advertising. **Managed by Fan Entertainment**

- a. **Determine new creative to produce a new Biscuit Basket Commercial.**
- b. Update in-park PA, scoreboard or LED rotators:
 - I. Biscuit Basket Open after the Game
 - II. Item of the Homestand
 - III. Biscuit Basket LEDs
- c. Monitor the timing of all game retail advertising:
 - I. Biscuit Basket Commercial: 1x pre-game
 - II. Biscuit Basket Open after the Game PA: 1x in-game, 7th inning
 - III. Item of the Homestand: 1x pre-game, 2x in-game
 - IV. Utilize ½ inning space for Biscuit Basket LEDs.

13. Continue to use the following methods to increase online retail sales:

- a. Update the Biscuit Basket ad encouraging website retail sales in the season ticket booklet. **Managed by Graphic Designer**
 - b. Distribute retail buck slips encouraging website retail sales in the following locations: Biscuit Basket, Will Call envelopes and group ticket packages.
14. Continue to monitor and update store hours in all mediums below (add Saturday):
- a. **Decals-** Update the three Store Hour decals. **Managed by HB**
 - I. Main Office Door
 - II. Main Biscuit Basket Door
 - III. Concourse Biscuit Basket Door
 - b. **A-Frame-** Update store hours on retail a-frame. **Managed by HB**
 - c. **Website-** Continuously monitor and change the retail store hours on our homepage. **Managed by Retail**
 - d. **Stadium Marquee-** Work with Director of Fan Entertainment to display the correct retail store hours on the stadium marquee. **Managed by Fan Entertainment**
15. **Union Station Ad-** Audit and update the Biscuit Basket ad panel in the Union. **Managed by MT**

Assist retail department with presentation and communication of retail related information.

- 16. Continue to assist retail in gathering props for store decorations. **Managed by HB**
- 17. Continue to assist retail in merchandising all Biscuit Basket stores as needed. **Managed by HB**
- 18. Audit the Biscuit Basket by March 1, 2010 and update/create new signage as needed. **Managed by Marketing Intern**
- 19. Produce and monitor the distribution of the thank you note cards with all retail internet orders. **Managed by Bill**

Continue to work with food service department to maximize sales through effective communication and presentation.

- 20. Continue to monitor all food service signage throughout all aspects of Biscuits Food Service operations.

21. **Promoting Food Items** Work with GM and Food Service to brainstorm new ideas to promote different food items each homstand and create a plan by January 15, 2010. Have two or three ongoing food situational promotions including a discounted price, signage and PA script.

22. **Spontaneous Food Sampling**- During the season, work with food service and help them figure out what food products they are going to randomly let fans try. (i.e. ice cream, new products, etc.)

23. **Concourse Upgrades**- Work with Director of Food Service to update, improve and highlight food items with new signage efforts on the concourse to increase food sales. **HB and MT meet with Travis by Jan. 15 to transition.**
 - a. Audit and work with Graphic Designer to update and/or create new creative for all menus as new products are developed and/or prices change.
 - I. **Main Concession Stand Boards**- Have Graphic Designer create a mock up to incorporate menu boards as one giant piece including value meals, pictures, etc. Work with Director of Operations to figure out best option to create a reserve shadow box to hide the current menu boards. Update to reflect new prices and /or products. **Background color will return to blue. Make sure to include credit card logos at bottom.**

 - II. **Dixieland Boards** (inside & outside)- Update to reflect new prices and /or products. **Fix the neon light to ensure it is working correctly.**

 - III. **Value Meal Board**- Incorporate the value meal boards into one giant piece with the regular menu boards. Value Meals will include sandwich price to save space for other food pictures.

 - IV. **Portable Menus**- Based on Food Meetings, help food service change or create new portable signage for the new portables.
 1. ALL Portable Menus with a Thirsty Thursday price will be on the main portable menu so we don't need to switch menus for every Thursday. **Add \$2.00 20 oz Bottled Water to menu.**

 2. Get the confirmed list from food service on the new portables and order signage. *(New possible portables: Pizza, Kids, Corn on the Cob or Turkey Leg Portable)*

3. *Sausage Shack Portable*- This portable will be used on Tuesdays. Purchase a menu with all portables and include Dollar Dog Tuesday price.
- V. *Portable Pictures*- Have Graphic Designer create a mock up incorporating pictures into the portable menus for the Philly, Sausage, Burger and South of the Border Portables. Work with the Director of Operations to take off current plate menu and find the best product to replace a large menu with pictures. Update the prices and items.
- b. *Main Concession Stand Construction*- Work with Director of Operations and management to determine the best way to improve our main concession stands.
 - I. *Hide*- Determine best way to hide and improve the concession stand menu boards.
 - II. *Placement*- Make sure that all menu boards are identical in placement and order of menu boards. Additionally, move around any food service equipment to create optimal space for the menu boards.
 - III. *Tea Water Lines*- Find a way to hide the tea water lines.
 - c. *Napkin Holders*- Should have one consist message on all 70 games that will be applied using sticky back vinyl to improve the brand. (maybe sponsored)
 - I. *Large Napkin Holders*- Continue to advertise value meals.
 - II. *Small Napkin Holders*- Determine new creative and execute.
24. *Value Meals Counter Top Signage*- Incorporate counter value meal menus on the concession counter tops to promote value meals. **Managed by HB**
 25. *Venue Upgrades*- Work with Director of Food Service and Graphic Designer to update and improve all venues creating new signage and redecorating.
 - a. *Boxcar Buffet Nameplates*- Audit and purchase nameplates that are missing. **Managed by HB**
 - b. *Boxcar Buffet Awning*- Replace the logo on the Boxcar Awning. **Managed by MT**

- c. **Boxcar Food Options**- Replace food options at the Boxcar with one sign and specifically incorporating all you can eat. **Managed by HB**
 - d. **Boxcar Huge Logo Sign**- Work with Director of Operations to take down the Boxcar Logo Sign.
 - e. **Locomotive Loft**- Redecorate Locomotive Loft by February 20, 2010 with new trees and lighting. (globe lights)
26. **Suite Upgrades**- Work with Catering Coordinator to update and improve all suites creating new signage and redecorating **by February 15, 2010.**
- a. **Suite Signage**- Audit and update Monty's Hotline, wine lists and policies/ procedures.
 - I. **Wine List**- Catering Coordinator will update the wine list and place in suites as needed. Wine List will be placed in a folder. *(Wine may be all the same price or may not display prices)* **Managed by HB**
 - b. **Suite Menu**- Edit and update Suite Menu with the help of our Graphic Designer. **Managed by TJ**
 - c. **Faxable Suite Menu**- Update the faxable suite menu. **Managed by TJ**
 - d. **Suite Online Ordering Page**- Work with Graphic Designer to update the online suite ordering page. **Managed by TJ**
27. **Event Signage**- Create all food service signage for Club Car Catering events during the season and off-season. **Managed by HB**
28. **Food Service Uniforms**- Work with Director of Food Service to order new food service uniforms.
- a. Order new uniforms for the new portables that we are going to offer. **Managed by HB**
 - b. Research new costumes for Hawkers to wear to attract attention and improve sales. *(i.e. Cotton Candy – Clown with red nose and pink wig, Peanuts, Beer- Beer Hat, Water, Soda, etc.)* **Managed by HB**
 - c. Order new carrying cases for Hawkers that will match the appropriate food product they are selling. **Managed by TJ**
29. **Non-Profit Signage**- Audit and order new nametags for non-profit groups. **Look into food vouchers for non-profit groups.** **Managed by CP**

Work to improve fans perception of all food service products toward a higher quantity and value.

30. Prices- Food prices will not be raised because of the feedback we have received from fans via surveys. Find a way to promote that our food prices are staying the same. *(Pending meeting)*
31. Pictures- Food pictures will continue to be used for Value Meals and specific portables, but will look to add more pictures to main concession stand menus or new portables for 2010. **Managed by JT & HB**

Effectively provide box office manager with appropriate ticket materials and communication to both employees and customers.

32. Work with Box Office Manager to audit the internal FAQ training booklet for box office employees that contains stadium policies, ticket prices, ticket issues, promotional calendar, customer service situations, etc. for each window by January 15, 2010. **Managed by JM**
33. Work with Box Office Manager to organize box office with updated signage as training tools by January 15, 2010. **Managed by HB**
34. Audit, update and maintain signage folder for each box office window that contains frequently used signs (Sold Out, Lawn Only, etc). **Managed by HB**
35. Update all external box office signage. **Managed by HB**
 - a. Update all of the pricing reflecting the new ticket prices.
 - b. Purchase larger maps by the box office so more people are able to see them.
36. For Thursday – Saturday games utilize the pass list window as another ticket purchasing window. Discuss with Lansing where to purchase a Stop Sign Signage. **Managed by MT**

Work with baseball operations to enhance players' stay in Montgomery, while creating a smooth transition for new players (includes umpires & coaches).

37. Work with Pam and Bill to create 45 player welcome packages and distribute to clubhouse manager as needed. Provide surplus welcome packages for clubhouse manager to use throughout the season. **Managed by MT & BS**

38. Create and develop nameplates for every Biscuits player throughout the season. **Managed by Broadcaster & Marketing Intern**
39. Create and develop blank visiting player nameplates for every team in the Southern League and distribute them to the Visiting Clubhouse Manager at the beginning of the season and as needed thereafter. **Managed by Broadcaster & Marketing Intern**
40. Coordinate beginning of season player breakfast with GM and food service staff. Event will also serve as a meet and greet with the Biscuits front office staff, providing the players with immediate understanding of front office contacts and employee responsibilities. Make sure front office staff wear their name tags. **Managed by GR & MT**
41. Create a disk of pictures throughout the season for every coach, trainer and player before the end of the season. For top prospects that have moved up, mail out their disk to their present affiliate team. **Managed by Marketing Intern**
42. Utilize bulletin board in umpire locker room to provide information about special game situations, as well as information about the city of Montgomery. **Managed by Marketing Intern**
 - a. Update the batting practice informational sheet, stadium policies & procedures and front office staff contact information.
 - b. Work with Bill to gather city of Montgomery information.

Proactively assist stadium operations department on appearance and maintenance of Riverwalk Stadium, including all signage.

43. Continue to assist Director of Operations to place Military Wednesday and Thirsty Thursday Banners up on their appropriate games. Purchase Dollar Dog Tuesday Banners. **Managed by HB**
44. Audit and replace seat numbers with Box Office Manager. Make sure to double check the top row's seat numbers to reflect handicap seating. **Managed by JM**
45. Monitor appearance of all signage including on field, dugout, and directional.
46. Street Banners- Work with Director of Operations to find additional street banners, monitor placement and fix any brackets. **Managed by MT**
47. Replace and add decals in the following places: **Managed by HB**
 - a. Letter E for the Employee Entrance

Assist the HR department and management in developing and executing the Human Relations Marketing Plan; which includes providing all pertinent information to all full-time, part-time and seasonal employees.

48. Mission Statement- Audit and maintain supply of framed mission statements.

Managed by Bill

- a. Purchase frames from the dollar store as needed.
- b. Present all new employees a mission statement at their welcome breakfast. (part of customer service plan as well)

49. Welcome Breakfast- Pick up and purchase bagels and coffee for every new employee's first day including new full-time employees and interns.

Managed by Bill

50. Christmas Party- Team will host annual Christmas party for full-time employees, interns, and permanent part-time employees. Includes gift exchange and Christmas gifts from the company.

Managed by MT

- a. Work with Management to pick party date.
- b. Work with Graphic Designer to send out evites to all applicable staff.
- c. Work with Director of Food Service to pick venue, theme and menu.
- d. Marketing will work together to decorate venue if needed.

51. Company Anniversaries- Recognize 5 and 10 year employee (Full-time and Part-time) anniversaries with the company. Employees receive a gift and get to throw out a first pitch.

Managed by HB

- a. Create and deliver all invitations to throw out first pitches for 5 and 10 year employees.
- b. Gather RSVPs and work with Director of Fan Entertainment to coordinate first pitches.
- c. Create gifts for employees and present after their first pitch.

52. Part-time Employee Picnic- This is an annual employee appreciation event held after the season. Part-time employees can have 3 immediate family members accompany them for an employee picnic on the concourse

Managed by GR & MT

- a. Work with Management and Corporate HR to pick date.
- b. Send out evites and flyers to all part-time staff.
- c. Manage the RSVP process that the Administrative Assistant will gather via front desk and Deloris will be at the time clock collecting RSVPs.
- d. Create raffle box, raffle slips and gather raffle prizes from the raffle drawing at the picnic.
- e. Utilize select portables and food line on the concourse to serve food.

- f. Bring out select in-game props onto the field so guests can play with them or play catch on the field.
53. **Recruitment/Job Fairs**- Part-time employees are recruited from team location. All game day applicants outside the job fairs are directed to the appropriate department manager. **Managed by HB**
- a. Schedule and coordinate pre-season job fair.
 - b. Place ad in local paper, website and through emails to advertise the upcoming job fair.
 - c. Schedule and coordinate mid-season job fair, if necessary.
54. **Part-time Employee Training/Orientation**- Part-time training and orientation held over 3 or 4 evenings prior to the season. Consists of owners' video, team's background presentation by management, customer service video, customer service presentation & skits from Guest Services staff and handbook presentation by Human Resources. Then each department breaks away to give a job and department-specific information. **Managed by HB**
- a. With HR schedule orientation dates.
 - b. Work with Director of Operations to set up home club house with chairs, projector and projector screen.
 - c. Create a new Biscuits background and customer service presentation.
 - d. **Play the Guest customer service video.**
55. **Part-time Gameday Employee Food Coupons & Game Tickets**- Part-time employees receive coupons and tickets along with their second paychecks of the month. (First months coupons and tickets will not be distributed) Employees receive the same number of coupons regardless of the number of games they work that month. **(May be \$20 food cards from quest)** **Managed by GR & MT**
- a. Manage the verbiage in the Employee Handbook to reflect plan.
 - b. Administrative Assistant will gather and distribute via pay check and then give remaining coupons and tickets to each manager to distribute to those employees that did not receive theirs.
56. **Part-time Employee Stickers**- Employees receive stickers to put on their name badges for their number of years of service. **Managed by HR**

Enhance the Biscuits brand by advertising and promoting the Montgomery Biscuits as the Tampa Bay Rays AA Affiliate.

57. **Schedules**- Place a tagline on our pocket and magnet schedules about being the AA affiliate of the Tampa Bay Rays. **Managed by Ryan**

Fan Entertainment

BACKGROUND

For the 2009 season the Biscuits took over the responsibility of the scoreboard from the city and signed a one-year parts only contract with BARCO through April 1, 2010. In addition Greg contracted a local billboard technician with experience in BARCO systems to handle all labor. Over the season they tech was called on approximately 8 jobs, but visiting numerous times to work on the same issue. The statistics program was fixed using Stat Crew technicians via an Internet feed and employees were trained on running stats in a specific order. In April we experienced issues with the radar gun, which was solved using Adam (from BARCO) and city technicians after a month of service. The audio system was upgraded by adding a digital mixer to control the stadium in “sections” and the speaker on the outfield center pole was upgraded substantially improving the quality for fans sitting in the lawn area. One amp died during the last homestand and the city has yet to replace them (note was sent by Greg 11/2).

Our in-game entertainment saw a big change after the decision to re-vamp our promotions was made in the fall of 2008. Highlighting these changes were new sponsored promotions including Knology Bundle Bowling & Roll Em and Alaga Pass the Syrup. We also added a list of rotating non-sponsored promotions including Military Sumo, Jumping Jousts, SPEW and others that added variety to our presentation. The promo staff was utilized more on the dugouts and in stands featuring cheer contests and line dances. Big Mo also expanded his role by changing his schedule to allow for more time in the stands and featuring him (along with the Emcee) in on-field skits including the Evolution of Dance.

Our promotional schedule featured two acts in 2009 – Myron Noodleman and Jake the Diamond Dog, who was brought in for an entire weekend featuring Bark in the Park. Our theme nights including Circus Night, Rays Night, Country Night and Auburn/Alabama Nights. We utilize our media partners to expand Rays and AU/UA night, both of which were a huge success. We continued to add special touches to sales related theme nights like GSSD and FFN by adding pre-game information cues and trivia. We continued with weekday theme nights Military Wednesday, Thirsty Thursday and Sunday Kids Day and looked for continual ways to tie the theme into the game including Military Sumo and special military welcome on Wednesdays. Sunday's kid's days continued to feature crafts, which is very popular and low cost. We also continued to bring in the Balloon Man and Montgomery Zoo for added entertainment.

The control room staff had 10 returning employees and 5 new additions after a well-populated job fair. 8 of the 13 employees were trained on were trained on multiple positions, which alleviated schedule problems and provided staff with a variety of responsibilities. The promotional staff only returned 3 members, all of which took on a leadership role when asked to do so. We staffed a total of 12 members, hiring 9 new staff members over the course of the year, initially 7 at the job fair and 2 during the season after members left for various reasons. Emcee auditions were held prior to the

season and a long-time Bunch member (Mickey) won the role and was an exemplary employee. The mascot returned 2 previous members and an additional employee was hired to alleviate schedule issues, bringing the total to 3 mascots. We eliminated the Party Patrol during 2009 budget meetings.

OBJECTIVE

Provide every fan with a wildly entertaining experience through the all areas of in-game presentation by remaining innovative and fresh.

STRATEGIES

- Ensure we are operating at the optimal level by performing consistent maintenance checks on all equipment and software, updating as needed, prior to the baseball season.
- **Review and update all elements of our entertainment package** by implementing new and innovative ideas that utilize our video board, creative capabilities **and maximize the use of staff.**
- Update sponsored game inventory by working with Sponsorship department to redevelop and execute new promotions that are representative to both the sponsors' objective and Biscuits entertainment strategy.
- Secure control room and promotional staff and keep motivated throughout the season.
- Re-energize our promotions calendar by focusing on new theme nights, bringing in quality acts and enhancing existing promotional nights with new aspects.

TACTICS

Ensure we are operating at the optimal level by performing consistent maintenance checks on all equipment and software, updating as needed, prior to the baseball season.

1. **Work (Ownership/Management) with BARCO to secure a parts-only warranty for the 2010 season. As part of the warranty contract have BARCO complete a diagnostic check on all boards and inventory analysis prior to signing. Secure by April 1, 2010.**
2. **Have Dynamic Audio/Visual (Jereme Harris) do a system check on all audio equipment by December 11, 2009 in order to ensure we have proper list of audio adjustments to present to city for the next tactic.**

3. Meet with city regarding audio needs/improvements for 2010 season, determine plan of action by January 15, 2010. Include recommendations by Dynamic Audio/Visuals including:
 - a) Amp replacement (2) and back-up
 - b) Replacement of scoreboard speaker woofer
 - c) Re-alignment of speakers under concourse (home plate through 3rd base)
4. Research local camera service providers for Panasonic cameras and tripods and have a plan in place to service cameras by December 18, 2009.
5. Check all camera cables for defects and have new heads placed on cords by WSFA engineers or current employee resources and purchase additional cords for any that need replacement.
6. Purchase two external hard drives to install to back-up files on both Click Effects computer by December 18, 2009.
7. Work with computer technician and Click Effects to determine what defect is causing new Replay computer hard drive to continue to freeze. Have plan of action complete by December 18, 2009.
8. Research the use of web-based videos (YouTube, etc...) for in-game presentation and if there is a way to convert for better quality use on the scoreboard. Complete by January 15, 2010.
9. Organize replay video files on external hard drive from 2010 season by January 15, 2010.
10. Contact Click Effects for status check on updates for Replay, Crossfire and ProAudio by February 5, 2010.
11. Clean out press box computers to eliminate ANY file that is not being used for the 2010 season (i.e. old sponsorship animations) by February 5, 2010 in order to clear up space on computer media drive. Store these files on the external hard drive.

Review and update all elements of our entertainment package by implementing new and innovative ideas that utilize our video board and creative capabilities.

12. Create GAAG template (by February 12, 2010) with all game elements, setting up so that we can constantly re-arrange promotion placement during each game. (Remember to add permanent LED spots)
13. Set up meeting with Sponsorship and Marketing to determine purchased animations needs for season by November 15, 2009; hold secondary meeting by January 15, 2010 to determine final order list and animation direction.

14. Re-stock the audio computer by completing inventory on all songs in the laptop while evaluating the current playlists and cleaning out over-played songs by January 31, 2010.
15. Add at least 75 new songs or sound effects by **February 19, 2010** (keeping in mind new theme nights as a useful start).
16. Continue to back up music files by keeping copies of all uploaded songs on an external hard drive that mirrors the laptop hard drive.
17. Utilize Lansing and contacts from other professional teams to update video clip inventory/ideas list; **add a minimum of 25 new situational clips by February 12, 2010.**
18. Work with Interdepartmental and all other departments to create wish list of LED graphics to promote in-house promotions, events and products. **Schedule on LAAG by February 19, 2010.**
19. Work with Interdepartmental Marketing, Sponsorship and Sales to produce video vignettes as needed throughout the season, suggestions include the following:
 - a. Sales Events Welcomes – Family Faith Night, Boy Scouts
 - b. Sponsorship Events – ALFA Fantasy Day, picnics
 - c. Interdepartmental – New Food Carts, Biscuit Basket Commercial
 - d. Player Messages – Biscuits Oven (for rain delays)
20. Item of the Homestand - Effectively promote the Retail Item of the Homestand by doing the following:
 - a. Filming video vignettes 2 days prior to homestand start with Retail Manager
 - b. Obtain updated photos and revising graphic for in-game PA
 - c. Utilize video in place of in-game PA rotator when applicable
 - d. **Determine if videos can be sized for website uploading for retail section of the new website – work with Graphic Designer**
21. Season Intro Video - Create two intro videos utilizing replay footage from the 2009 season for pre-game use by **January 31, 2010**; aim to update mid-season in order to keep videos fresh.
22. Individual Game Replays - Work with new Broadcaster to develop **a better plan for game intro and replay pairings** with a pre-recorded game introduction including impactful music. (Branded Auto-Owners)

23. Work with Big Dreamz Video Production to film video introductions of players for starting line-ups (on media day) using no audio format and continuing to update throughout the season (budget in In-Game Entertainment).

24. Player Headshots – Develop a new headshot template for both home and visiting teams. Utilize graphic designer for assistance and have templates created by February 5, 2010.

24. Utilize the MILB sharing website to obtain opposing team headshots and keep Biscuits player headshots updated on site for other teams use.

25. Starting Line-Ups – Communicate starting line-ups to fans (to accompany pre-game announcement), achieve by posting line-up card at Guest Services (responsibility for marketing intern).

26. Update non-profit group introduction by creating new graphic for 2010 and utilizing the Monty's Moments photographer to obtain photos of non-profit groups to use in announcement.

27. Big Mo In-Game Management – Train employees on current mascot schedule that includes pre and post-game gate visits and substantial roaming time on concourse and in stands to interact with fans.

28. Host "Big Mo's Autograph Table" at main gate during pre-game and including having 8 x 10 glossy prints from with retail hawker at main gate.

29. Mascot Skits - Work with Lansing to develop a list of eight (8) skits for mascot during the game, including on-field, in-stands, usage of props/signage and video skits that incorporate more fan interaction (i.e. Minnie the Moocher, Shout, Cowbell Etiquette). Film any video skits by February 12, 2010.

30. Staff Fan Interaction – Research and develop list of props, skits and game situations for promotional staff to create more interaction with fans in-stands, on dugouts and on field. Purchase any props by February 12, 2010. (Examples include silly string, water guns, confetti poppers, mimicking skits, etc...) Including the following:

- a. Introduction on dugouts on Thursday – Saturday games
- b. Promo staff presence in stand and on field 45 minutes prior to game start

31. Score Updates – Continue to utilize graphics and PA script to regularly give score updates on Tampa Bay and Southern League games (State Farm sponsored), ensuring we are announcing no matter what the outcome (i.e. Rays lose).

32. Statistics – Re-route statistics cords from press box computer to Official Scorer’s computer by going overhead through ceiling to eliminate wiring on floor and through doorway. (Complete with operations by January 15, 2010)
33. Alumni Updates – Incorporate an alumni update at least once a homestand utilizing graphics (or video when capable) highlighting the former Biscuits, focusing on nights where promotion can have the biggest impact. Have broadcaster assist in player selection and script writing.
34. Post-Game Summary – Continue to run game wrap up after each game using script template that is already in place.
35. Rally Time– Develop three (3) new rally time ideas and train employees. Make sure we film videos of Emcee doing rally time for future training purposes.
36. Home Runs – Continue to celebrate home runs with animations, video clips, siren, running of flag and PA announcer dramatic draw out of players name. Encourage sponsorship to sell in package to add t-shirt or goody tosses to crowd.
37. Review list of non-sponsored in-game promotions from 2009 and determine return for 2010. In conjunction develop a list of five (5) NEW non-sponsored in-game elements that can be incorporated into the season and rotate into the SAAG. Develop and create accompanying graphics by March 1, 2010.
38. Choreographed Dances – Work with promotional staff (and local dance instructor if needed) to choreograph five (5) fun and simple line dances to perform on the dugouts and incorporate into GAAG at least three times a homestand. Create additional dances for theme nights at least one week prior to game date.
39. Hold mid-season evaluation of promotions to assess the entertainment value (of both sponsored and non-sponsored promotions) and make changes if necessary by June 15, 2010. (Use Customer Service survey results as another tool to gauge)
40. Pre-Game Cues – Create pre-game video or graphic cues including trivia, fun facts or educational material to use during dead time in pre-game schedule.
41. Cannons – Have both Hot Dog and Biscuit Blaster cannons serviced by utilizing Operations knowledge to ensure they are running at optimal level. Budget for gas rentals over the course of the season so cannons can be utilized more.

42. Helium/Balloons – Reserve helium tank for year for use during in-game birthday celebration and for in-house decorating. Budget for helium rental and purchase of logo balloons (to replenish stock) in November 2009.

43. Anthems – Improve our anthem quality by requiring an audition for all individuals who wish to perform at the stadium (even those booked by Sales/Sponsorship); **host an anthem audition in February 2010 to update the contact list.**

44. Research (with Lansing) and choose a list of respectable teams that are innovative in entertainment; from this list visit a total of five (5) teams, in conjunction with Lansing (each team visits 2-3), and prepare debriefs on entertainment thoughts.

Update sponsored game inventory by working with Sponsorship department to redevelop and execute new promotions that are representative to both the sponsors' objective and Biscuits entertainment strategy.

45. Create PAAG (Promotions At A Glance), LAAG (LEDS) and PA list to track all in-game inventories by **February 5, 2010.**

46. Request timing considerations from Sponsorship for all in-game elements by **February 5, 2010** that will be key in the creation of the GAAG template.

47. Purchase large props for new promotions by **February 5, 2010** so that execution testing can be done before season training.

48. Acquire all props, prizing, animations, scripts and media clips necessary to execute in-game promotions by **March 5, 2010** while working closely with sponsorship service manager; additional props in-season should be secured 48 hours in advance on homestand.

497. Maintain communication between Sponsorship and Marketing departments regarding the success of in-game promotions keeping in mind sponsor objectives and entertainment value – **adjust promotions as needed throughout season.**

50. Conduct a sponsorship review meeting with key members of the marketing and sponsorship departments in September 2010 to review 2010 promotions and prepare suggested changes for 2010 business reviews.

51. Create SAAG to schedule all season activities as soon as 2010 season schedule is finalized.

52. Conduct status check of all in-game inventories, including props, remaining from 2008 season by **September 24, 2010.**

Secure control room and promotional staff and keep motivated throughout the season.

53. Determine returning control room staff **utilizing post-season evaluations on employee charts** and contact returning employees by **January 12, 2010** for interest.

54. Hire remaining control room staff through Magnet Schools, colleges, TV Stations, Job Fair and applicants. Secure complete staff by February 26, 2010.

55. Re-develop recruitment plan for promotional employees by hosting an audition/try-out in January 2010 where potential employees complete a group interview, are taught a simple line dance and challenged with game situations to create skits. (This will help us find ideal candidates who are performers and will create a sense of entitlement for those who are hired). Achieve success by doing the following:

- a. Contact 2009 promotional staff for personal invitation to audition (require all employees to re-audition) two weeks prior to date
- b. Post information with high schools, colleges, craigslist and on social media networks one week prior to date
- c. Inform media by writing press release one week prior to event and working with media relations to spread information.
- d. Write execution plan for audition by December 19, 2009

56. Utilize the above to hire new and energetic promotional staff. Utilize Job Fair if needed to interview remaining candidates – requiring secondary audition. Secure complete staff by February 26, 2010.

57. Hire a secondary emcee (as a member of the promotional team) to accompany main emcee on weekend games/big nights or with promotions that it makes sense to utilize two emcees.

58. Work with universities and schools to post mascot listing by January 15, 2010; hold auditions for mascot and secure performers by February 26, 2010.

59. Big Mo Attendant – Utilize back-up mascots (and Bunch when needed) as attendant during games. Budget for \$25.00 flat rate in the Mascot Expense budget and ensure that correct timesheets and charges are filed over the course of the season.

60. Determine person for head of promotional staff based on responsibilities of future MKT intern or using of exemplary individuals from the 2010 season.

61. Orientation and training for complete staff (control room and promotional) for Biscuits baseball season will take place in late March 2010, including three

rehearsals one with a simulated game. A specific schedule will be determined in early spring.

62. Control room training for the MAX Capital City Classic will take place in late February 2010 in order to prepare for the March 9, 2010 game date.

63. Utilize control room and promotional staffs as brainstorming tool by having a mid-season evaluation session (by May 2010) where they can voice their ideas and by also keeping the lines of communication open for them to share thoughts throughout the season.

Re-energize our promotions calendar by focusing on new theme nights, bringing in quality acts and enhancing existing promotional games with new aspects.

64. Develop plans for large Marketing theme nights (Circus Night, Rays Night, Country Night, Michael Jackson Tribute Night) by November 26, 2009 in order to ensure the proper budget number is in place for said events.

65. Create specific plan for Thirsty Thursday theme nights (80s, Jimmy Buffett, Ladies Night) including entertainment enhancements, promotional strategy, decorating needs and ticket selling strategy (with Ticket Marketing/Promo Street Team).

66. Meet with sales staff by February 5, 2010 to review/brainstorm ideas for in-game promotions or scoreboard use on sales theme nights (GSSD, FFN, Scouts) in order to enhance experiences for sales guests.

67. Create critical path template for each theme night by January 10, 2010; utilize Marketing Intern as key player in updating and executing each critical path.

68. Acquire majority of props, decorations and specialty acts for major theme nights by February 5, 2010; secure final props and décor by two weeks before event date.

69. Ensure that theme night elements are included on homestand review sheets prior to each meeting; create detailed sheets for those large theme nights that require additional focus.

70. Finalize headlining act dates, check received contracts and return completed contracts with deposits by the end of January 2010.

71. Determine direction for 2010 fireworks show provider in conjunction with Management and Ownership by November 20, 2009. Schedule all 2010 firework date with said provider and work with to secure copies of all permits and insurance forms by February 12, 2010.

72. Kids Days – Enhance 2010 Sunday Kids Day calendar by adding themes and/or special guests to each Sunday game date coinciding with continued special enhancements like craft area. Special tasks including the following:

- a. Book characters and/or costumes for guests by February 12, 2010. (Budget approved at \$1500 for all days)
- b. Write specific execution plan (critical path) for Sunday theme dates (Bark in the Park, Birthday Bash, Superhero Party) by February 12, 2010.
- c. Minimally re-stock craft supplies by reviewing inventory and ordering materials by
- d. Add new element of “Play Ball” kids or guest announcer to enhance kids involvement in Kids Days.

73. Conduct a marketing review of theme nights and acts from the 2009 season in August 2010 in preparation for development of the 2011 promotional calendar.

74. Conduct inventory check on remaining materials for all theme nights from 2010 season in September 2010.

75. Produce promotional schedule, Act Sell sheets (in conjunction with Sales Liaison) and reserve all desired dates with acts in September 2010 for the 2011 season.

2010 Customer Service & Research Marketing Plan (Montgomery Biscuits)

BACKGROUND

In 2009 the Biscuits continued to work hard to understand customers reactions and needs via research. Constant Contact online survey tool was utilized throughout the season to reach Group Leaders, Single Game Ticket Buyers and Season Ticket Holders.

Customized surveys were sent to group leaders by homestand (General Group, Nightly Suites, Boxcar Buffet, Loft, WSG, FFN, GSSD, GSSD Principals), Single Game Ticket Buyers the morning after each game and Season Ticket Holders (3 times over the course of the year).

Response rates varied by group, but we found that the Season Ticket Holders had the greatest response to the first survey and there is no need to send three in the future.

Upon receiving results, the Marketing Assistant would forward “hot issues” for immediate attention. Other general responses received a generic thank you for your thoughts email.

From a Customer service standpoint the Biscuits still receive high marks and will continue to keep Positively Outrageous Customer Service on the forefront of our efforts.

Number of Survey Responses for 2008 vs. 2009

Survey Types	2008 Sent	2008 Received	Response Rate	2009 Sent	2009 Received	Response Rate
SGTs	5294	1100	20%	6759	870	12%
Group Leaders (General)	-	44		287	112	39%
Group Leaders (Nightly Suites)	-	9		49	14	28%
Group Leaders (Boxcar)	-	21		51	24	47%
Group Leaders (Loco Loft)	-	9		27	13	48%
Group Leaders (WSG)	-	11		23	6	26%
Group Leaders (FFN)	-	17		50	10	20%
Group Leaders (GSSD)	-	-	-	85	23	27%
Group Leaders (Principals)	-	-	-	63	9	14%
Group Leaders TOTAL	400	111	27%	487	179	36%
ISTs #1	545	136	24%	498	117	23%
ISTs #2	-	-	-	498	27	5%
ISTs #3	-	-	-	498	26	5%
IST TOTAL	545	136	24%	1494	170	11%
Food Survey	-	-		5798	375	6%

2009 Research Scores for 2008 vs 2009 Single Game Surveys

*Only did SGT for purpose of this plan because it is largest sampling & most general

Games Attended	2008	2009
First Game (180/16.3%)	180 (16.3%)	134 (15.2%)
1 to 5 games (263/23.8%)	263 (23.8%)	422 (47.9%)
6 or more games (626/56.8%)	626 (56.8%)	316 (35.9%)
No Response (28/2.5%)	28 (2.5%)	8 (1%)

QUESTION	2008 Rating	People	2009 Rating	People	Year to Year Difference	Notes
Ticket Price	8.8	1066	8.8	873	0	
Purchased Via Box Office (Ease)	9.0	595	9.2	466	+0.2	
Purchased Via Phone (Ease)			8.9	222		
Purchased Via Web (Ease)			9.3	732		
Facility Upkeep	9.2	1070	9.3	867	+0.1	
Entertainment	8.1	1072	8.0	865	-0.1	
Food Quality	8.3	1035	8.5	824	+0.2	
Food Price	5.5	1061	5.8	855	+0.3	
Retail	8.3	811	8.5	615	+0.2	
Staff	9.0	1061	9.2	867	+0.2	
Overall	9.1	1068	9.1	865	0	
Return Again?	99%	1070	99%	880		

OBJECTIVE

Comprehensively understand customer reaction, impression and perception of the Biscuits brand and to provide positively outrageous customer service to our fans at all levels.

STRATEGIES

- Employ, train and maintain a staff that is committed to “positively outrageous customer service.”
- Proactively uncover and communicate fans reaction to our brand and level of service received by our fans using multiple data collection methods.
- Constantly monitor and distribute research results to Owners, GM, Assistant GM and others when necessary.

- Follow up with all fans that provide feedback, in a timely manner.

TACTICS

Employ, train and maintain a staff that is committed to “positively outrageous customer service.”

1. GM to present a framed mission statement to all new employees at their First Day Staff Coffee Introduction Meeting.
2. Stress the importance of our mission statement to our full-time staff that will be interviewing game day staff at the job fair and fully explain it to all interviewees at job fairs.
3. Review and update Customer Service Training
 - a. Update Power Point Presentation
 - b. Add “situational customer service” examples to the presentation
 - c. Show “The Guest” video
 - d. Invite all Full Time Staff to orientation to introduce them to game day staff; staff may leave after introductions
 - e. Add emergency and evacuation plans to orientations
4. Create a Customer Service Training Packet that can be used by managers when hiring new employees over the course of the season
5. Capture all gameday staff employees’ email address via General Application and/or Employee Packet to provide better and more uniform communication.
 - a. Add Game Day Staff to email database and include in Homestand Emails and Press Releases
6. Continue the communication to gameday staff by placing a “What You Should Know” bulletin board up by the time-clock. This bulletin board will include:
 - a. Homestand FYI Sheet and extras for employees to take
 - b. Dress Up Theme Night Poster
 - c. Flyer about Employee Appreciation Picnic
 - d. Miscellaneous posters as things come up
7. Continue to hold pre-game meetings for all departments (Food, Retail, Guest Services, Custodial).
8. Utilize ticket takers and Big Mo to greet fans as they enter the gates and require full time staff to thank fans as they exit beginning at the top of 7th inning. Pass out pocket schedules during months of April/May.

Proactively uncover fans reaction to our brand and level of service received by our fans using multiple data collection methods.

9. Constantly monitor employees' actions, demeanor and appearance to ensure consistency throughout the ballpark. Communicate concerns to management to determine course of action.
10. Work concourse throughout games to monitor all areas including concession stands, portables, venues, restrooms, trash receptacles, retail areas and box office with the objective that we catch potential problems before the fans do.
11. Continue to utilize Constant Contact as our survey online provider.
12. Obtain feedback via the following online survey schedule:

Online Survey Type	Who's Receiving Survey	Timeline
SGT	SGT purchasers	Morning after every game
GL- General	General Group Leaders	Morning after every game
GL- FFN	FFN Group Leaders	Morning after every game
GL- Nightly Suites	Nightly Suite Group Leaders	Morning after every game
GL- Boxcar	Boxcar Group Leaders	Morning after every game
GL- Loco Loft	Loco Loft Group Leaders	Morning after every game
GL- WSG	WSG Group Leaders	Morning after every game
GL-GSSD	GSSD Group Leaders	Morning after GSSD
IST	Full & Mini Pack IST Holders	May
Food Survey	Entire Database	September 1 st

13. Update SEAT to include a "Survey contact" field to ensure we are sending group surveys to best person.
14. Update group online ticket voucher redemption page for leaders to redeem two tickets to another game as a thank you for filling out the survey by February 15.
 - a. Link a page to the end of each group survey that allows group leaders to redeem their ticket incentive for the current season
 - b. Work with Director of Sales/Ownership to develop execution plan
 - c. Write "How To Guide" for person responsible for managing (Sales Intern)
15. Continue to utilize Customer Comment forms to get fans comments.
 - a. Distribute forms to all departments during a game. This includes Guest Services Desk, Food Service (Concessions and portables), Biscuit Basket, Box Office, Inflatables, Ticket Takers, Suite Level, and all full-time staff members.
 - b. Pick up all Customer Comment Forms at all these locations after games.
 - c. Administrative Assistant to log all comments into a spreadsheet on the H drive the morning after every game.

16. Utilize Suite Level Customer Comment Forms more effectively.
 - a. Manage Catering Coordinator to place a Suite Level Customer Comment Form in every suite and vocally tell all of the guests in each suite the location of the comment form so they can provide their feedback if they wish.
 - b. Catering Coordinator should pick them up from every suite and give to suite hostess that night or Customer Service Manager in the morning.
 - c. Administrative Assistant to log all comments into a spreadsheet on the H drive the morning after every game.

Constantly monitor and distribute research results to Owners, GM, Assistant GM and others when necessary.

17. Continue to email Hot Issues from SGT (*daily basis*) and IST (*once a season*) surveys to TD, SM, GR and MT. MT will act and distribute tasks accordingly.

18. Train and work with additional resources to sort through comments and identify hot issues (Marketing Intern).

19. Email Hot Issues from group leaders' surveys to Management at the end of each homestand. Director of Sales/Ownership/AGM to determine follow ups.

20. Hold monthly customer service meetings with TD, SM, GR, MT and all managers or representatives that apply, on the first of every month except April.

- a. Schedule call with Marketing Assistant and AGM to call Constant Contact to better understand compilation of data.
- b. Use this table below as the customer survey meeting tool when compiling every surveys results and distributing them before each meeting (questions are subject to change depending on survey):

Survey Question	Previous Comments	Previous Ratings	Current Ratings	Comparing Both Months
Ticket Price				
Box Office				
Facility Upkeep				
Entertainment				
Food Quality				
Food Price				
Retail				
Staff				
Return to a game?				
Anything else?				

- c. Print out all group and suite holders surveys for Director of Sales/Ownership

d. Discuss Suite and Customer Comment Forms

21. Keep an on-going list of operation elements that need to be fixed and email to GM and Director of Operations as soon as issue is noted. Monitor resolution to problems.

Continue to follow up with all fans that provide feedback, in a timely manner.

22. Respond back **weekly** to all SGT survey respondents with a personal or standard email. Certain department issues will be handled by department managers at the discretion of management.
23. After obtaining all IST survey responses, Marketing **Department** will follow-up with a personal or standard email. Certain department issues will be handled by department managers at the discretion of management.
24. Group Leader survey respondents follow up will be managed by **Director of Sales or Assistant General Manager** and distributed to the appropriate sales representative as Hot Issues arise.
25. Continue to review all retail comments in every survey and create custom responses as needed.
26. Customer and Suite Comment Forms will be reviewed by the Marketing Assistant each afternoon and send out Hot Issues that need to be addressed to TD, SM, GR and MT. These then will be followed up by an email or call from GR, MT or HB within 48 hours to address their concern.

Sales Liaison

BACKGROUND

In the 2009 season the role of Sales Liaison was slightly expanded to assist with more strategy and creation of sales materials. While the Graphic Designer (in Chicago) still held the responsibility for most graphic creation, April worked directly with Sherrie in analyzing strategy for specific sales effort, targeted copy writing and editing in order to ensure the best presentation and Marketing angle of the sales tools.

The most significant updates included the revamping of the sales flyers and the expanded use of emails for sales cycles.

Under the sales assistance umbrella Helena continued to work with Military groups and was a helpful tool in executing the Marketing efforts that related to these events (outlined in the Military plan and critical path). Meanwhile April continued to work with large group events including GSSD, Family Faith Nights, Scout Nights and other groups as needed (particularly those that are 400 or more), in addition to the expanded role in material creation noted above. April's position was more broad than this had ever been and served as more of a strategic coordinator for both Montgomery and (part of) Lansing's sales efforts.

Working with the sales department was effective and provided them with a direct link with marketing in order to produce consistent pieces and outline new benefits for large groups.

For 2010 – slight changes will be made to this position. The Marketing representative will remain Sales Liaison and follow the plan below. In addition a Sales Strategy & Even Coordinator position is being officially created and filled by Jill Niemi in Lansing, who will serve the position for both teams.

OBJECTIVE

Provide the necessary marketing support to the sales department by overseeing all team sales related needs.

STRATEGIES

- **Work with Sales Department (and Ownership) to communicate marketing issues with and remain aware of the sales process, including sales materials needs, far enough in advance to strategically react and fulfill.**
- **Manage the creation and use of materials for basic sales department that directly relate to the sale of group and corporate ticket packages and venues.**

- Utilize the website to maximize effectiveness for sales by providing information about venues, ticket packages and upcoming events.

TACTICS

Work with Sales Department (and Ownership) to remain aware of the sales process, including sales materials needs, far enough in advance to strategically react and fulfill.

1. Utilize Graphic Request Forms as a guide for communicating material needs and copy with Graphic Designer in Chicago.
2. Proactively look for ways marketing can assist in the sales process by attending sales calls with Corporate and Group Sales as requested.
3. Log all marketing-related sales materials by tracking in a binder over the course of the season, also ensuring that Chicago has a copy of any files that are created at the team level and not by the Graphic Designer. Materials will include renewal letters, cycle mailers, emails and postcards. This was a tremendous help we were told to ownership and graphic designer.

Manage the creation and use of materials for sales department that directly relate to the sale of group and corporate ticket packages and venues..

4. **Work with the Graphic Designer to ensure templates are being created and be available to write/edit copy information for the following graphic pieces** (in accordance with sales direction) while working with Sales Strategy Coordinator for maintaining a consistent design and timing:
 - Save the Date Postcard/Email (Group and Season Ticket versions)
 - Early Bird Ticket Booking Flyer, Faxable Form, Email for Groups
 - Group Outing Guide – **3 cover Versions** (tied to new strategy)
 - Evites
 - Venue Sell Sheets
 - Ticket Sell Sheets (Ticket Packages, T-Shirts, Biscuit Bucks, etc.)
 - Marketing/Entertainment Sell Sheets (with assistance from Director of Fan Entertainment)
 - Tastiest Nights/Finest Ingredients
 - **Group Cycle Emails – Renewal, Prospecting, Last Chance**
 - **Corporate Cycle Emails – Renewal, Prospecting, Last Chance**
 - **Confirmation/Payment/Promo Emails**
 - Group Raffle Forms/Boxes
 - Group Poster
 - **Christmas E-Cards**
 - Customized Event Communication Timelines
 - Online Group Ordering Website Pages
 - Large Group Support Pieces (as needed)

- Reactionary Items & mock ups (as needed)

6. Update the group/venue flyer template for 2010 by September 30, 2009. Train the Sales Intern on use of said templates and review materials at least once a month (during the season) to ensure consistency.

7. Provide support for group and corporate mailers including running labels, letters and ensuring proper resources (sell sheets, brochures) are in place as needed.

8. Coordinate the sending of sales related emails through email marketing program; compile email results for sales representatives and ownership no later than one week following the email.

9. Proactively and reactively produce additional sales materials on as-needed basis with direction and authorization of Assistant GM/Ownership.

10. Assist with the group photograph benefit program by creating new, customized frames and working with the Director of Fan Entertainment on the execution of the program.

Utilize the website to maximize effectiveness for sales by providing information about venues, ticket packages and upcoming events

11. Work with Graphic Designer (based on direction from Assistant GM) to update the following information on the website:

- Group Renewals
- Venue Information
- Promotional Calendar
- Sell Sheet Links

12. Serve as sales captain for sales related content on website media wall including big group days such as GSSD, Scout Nights and Family Faith Nights. Create timeline with direction of sales and ownership. Use the sales cycle calendar in order to coordinate when these pushes are to be utilized.

13. Communicate to Website Manager and Graphic Designer to update necessary pages or links on website relating to group events.

2010 Email Marketing

(updated December 17, 2009)

BACKGROUND

2009 was our first year of using a new email marketing provider, Bronto. While Bronto was a substantial cost, it had the capabilities of doing very sophisticated things. Prior to Bronto, we were using an outdated system, Email Marketing Director, to send our emails. Issues faced with Email Marketer were troubles with unsubscribes/list management, inability to send “real time” emails and no tracking of who opened or acted on the emails.

When we were learning about Bronto, we were wowed with all of their abilities. They are the “Cadillac” of E-mail marketing programs. While some benefits were utilized, we did not take advantage of all of its bells and whistles due to time limitations.

In 2009 we also more than doubled the amount of emails sent (added Day Of emails) for a total of 91 emails, resulting in \$14,906 of trackable SGT sales. The most one group received was 79.

The following emails were sent:

- IST Renewals (7)
- Retail (5)
- Fall Mini Pack Prospecting (2)
- Job Fair (1)
- Spring Mini Pack Prospecting (6)
- Pre Season Gala (1)
- Group Leader Early Bird (1)
- Biscuits Stimulus Plan (1)
- SGT Launch (1)
- Meet the Team (1)
- Game Events (50)
 - Homestand
 - Military Wednesday
 - Thirsty Thursday
 - MAX Fireworks
 - Theme Nights/Other
- Dodge Grab A Game
- Never A Wasted Ticket (2)

The email database breaks out the following way:

SEGMENTS	2008 Total Accounts	2008 With Emails	2009 Total Accounts	2009 With Emails	EMAIL ADDRESS DIFFERENC
IST Gift Purchasers 09	-	-	96	31	+31
IST 09	-	-	855	409	+409
IST 08	901	584	901	539	-49
IST 07	1,088	116	1,088	97	-19
IST 04-06	1,669	432	1,669	299	-133
CST 09	-	-	161	140	+140
CST 08	220	436	220	177	-259
CST 07	278	125	278	93	32
CST 04-06	1,147	360	1,147	258	-102
SGT 09	-	-	50,911	5,086	+5,086
SGT 08	53,653	2,551	53,653	1,897	-654
SGT 07	55,999	4,374	55,999	3,650	-724
SGT 04-06	167,757	5,278	167,757	3,470	-1,808
Groups Leaders 04-09	44,400	1,370	44,588	1,329	-41
Group Online Orders 09	-	-	-	636	+636
Group & Game Raffles 04-09	-	11,769	-	8,484	-3,285
Retail 04-08	-	2,333	-	1,403	-930
Monty's Moments 04-09	-	2,519	-	3,143	+624
Promos 09 (TV & Radio)	-	-	-	30	+30
Sponsorship Promotions 09	-	-	-	406	+406
E-Fan Club 04-09	-	3,464	-	1,865	-1599
MAX CCC E-Fan Club 09	-	-	-	1,071	+1,071
Monty City Workers 09	-	-	-	117	+117
TOTAL	327,112	36,505*	379,323	29,008*	-7,497

*The numbers in the Total Column do not add up by segment because some emails may cross over multiple segments. For example, if I am a SGT 09 and an IST 09, I will show up in both.

Overall, the database fell by a total of 7,497 email address that can be attributed to the following reasons:

- Unsubscribed: 3,017 (8%) -- Industry average is .14%
- Bounces (bad email addresses): 6,840 (18%) -- Industry average is 7.67%

We believe the high number of bounces was attributed to starting with an unclean database.

Our unsubscribes can be attributed to 1) Un-targeted emails 2) Frequency and 3) the fact that the majority of our addresses are not "opt ins".

OBJECTIVE

Manage and utilize email databases to effectively communicate and generate revenue for all Biscuits events with current and potential fans.

STRATEGIES

- Conduct independent research to improve our email marketing capabilities and effectiveness.
- Effectively manage and increase our email database.
- Segment current database and manage import of new addresses to better target recipients.
- Increase open rate by sending valuable, targeted emails.
- Aggressively utilize email database to market packages, single game tickets, promotions, player information and situational events to fan base.
- Ensure that all departments are utilizing our email marketing tool.
- Create internal tools that will outline our projected email plan and track results.
- Create a clean, consistent look for all emails.

TACTICS

Continue to conduct independent research to improve our email marketing capabilities and effectiveness.

1. Research and understand 3-5 other Email Marketing Programs (list management, sending capabilities, tracking, etc.) on the market by November 1, 2009 to stay on the cutting edge of email marketing technology.
 - a. DONE- Worked with Lansing to review Constant Contact, I-Contact and Bronto.
2. Employ Constant Contact by January 2010 and transition all databases to the new provider.
3. Set up meeting with Constant Contact to be probably trained on program by February 1st, 2010.
4. Map out plan on how to work most effectively within Constant Contact program by February 7th, 2010.
 - a. List Segmentation

- b. Tracking Reports
- c. Create plan for more targeted sends instead of blasting everything to everybody

Effectively manage and increase our email database.

- 5. Ensure that we capture email addresses every time we capture customer information and import into master database in a timely fashion using the following methods.

Database Type	Who Captures Database	Date sent to Import	Who Import Database	Date Merged into Database
Ticket Return Online Ordering	Box Office	Each Month	Greg	Monthly
Box Office Orders via Phone	Box Office Reps	Each Month	Greg	Monthly
Biscuits Sales Reps (Group & Corporate)	Sales Reps	Daily placed into SEAT	Greg	September
Retail Sales (mostly online orders)	Retail Manager	January, April, July & October	Greg	End of Each Month Given
Group Raffle Forms	Box Office	End-of-the-season	Greg	End-of-the-season
Game Raffles (Autograph Baseball, etc.)	Box Office	End-of-the-season	Greg	End-of-the-season
E-Fan Club	Marketing	Each Month	Helena/ MKT Intern	Daily
Online Collection Methods (Monty's Moments, Dodge Grab-A-Game, etc.)	Sponsorship	Each month	Marketing	Monthly
Various Promos (TV, Radio, etc.)	Ticket Marketing Assistant	End of Each Promotion	Greg	End of Each Promotion
Group Online Orders	Group Sales Reps	End of Each Event	Greg	End of Each Event

- 6. After the database is sent to ICS in the fall by our General Manager, he will continue to deliver those records to Email Marketing Manager including first name, last name, email address and how we captured their contact information.
- 7. Keep records of the amount of email addresses in each database. Verify this number on the first of each third month (Feb. 1, May 1, Aug. 1 & Nov. 1) and update email spreadsheet.
- 8. Manage the E-Fan Club database by checking the E-Fan Club email address and uploading all of the contact information in Email Marketing Director.
- 9. Update E-Fan Club registration by creating an on line form making it easy for people to request information on specific topics to better target our databases and sends

- a. Thirsty Thursday
- b. Military Wednesday
- c. General Information

Segment current database and manage import of new addresses to better target recipients.

1. Segment Email database into multiple lists based on specified criteria:

- a. General Information List
 - i. All email addresses captured by Box Office
 - ii. All email addresses captured by Raffle Forms
 - iii. All email addresses captured online (Monty's Moments, Promos, etc.)
 - iv. All email addresses of Individual Season Ticket Holders
 - v. All email addresses of Former Individual Season Ticket Holders
 - vi. All email addresses of Group Leaders (Past & Present)
 - vii. All email addresses of CST's (Past & Present)- *need SM approval*
 - viii. All email that specify desire to receive Homestand Emails via E-Fan Club Registration

→ Examples of emails that will go to this segment are Homestand Emails, MAX CCC Emails, Special Theme Nights, Dollar Dog Tuesdays, Flash "Breaking News"

- b. Military Wednesday List
 - i. All email addresses ending with @maxwel.AF.mil
 - ii. All email addresses that have previously opened Military Wednesday emails in 2009
 - iii. All email addresses that open Military Wednesday alerts by May 15th, 2010
 - iv. All emails that specify desire to receive Military Wednesday alerts via E-Fan Club registration

→ Examples of emails that will go to this segment are Military Wednesday Alerts & Military Appreciation Night

- c. Thirsty Thursday List
 - i. All email addresses that have previously opened Thirsty Thursday emails in 2009
 - ii. All email addresses that open Thirsty Thursday alerts by May 15th, 2010
 - iii. All emails that specify desire to receive Thirsty Thursday alerts via E-Fan Club registration

→ This segment will receive Thirsty Thursday alerts

- d. Un-Responsive List
 - i. All email addresses that received more than 30 emails and did not open any in 2009

→This segment will not receive any planned emails but will allow us to better track our opens.

Increase open rate and decrease unsubscribes by sending valuable, targeted emails.

10. Keep tracking reports on the amount of releases, bounces, opens, clicks and unsubscribes we receive on a monthly basis. Compile email results chart to monitor.
11. Review open rates and corresponding subject lines on a monthly basis; work to find trending and other behavior patterns
12. Move unresponsive accounts to “Dormant List” if they have not opened 15 emails in a row (need to check on logistics)
13. Add value to emails by adding special offers to those in our email database via “Fun Friday (name TBD)” specials
 - a. Emails to be sent on Friday morning prior to weekend games with a special offer good only during that weekend.
 - b. Offers/Promotions may include:
 - i. Coupon good for a specially priced food item (\$1.00 off foot long dog, \$2.00 snow cone, etc.)
 - ii. Opportunity to enter register to win (Print out and turn in to guest services to win team autographed bat)
 - iii. Retail Coupon (25% off official team hat)
 - iv. Offer can also tie into any theme night taking place that weekend (Blue Snow Cone on Rays Night, Mud Pie Ice cream on Country Night)

Aggressively utilize email database to market ticket packages, single game tickets, promotions, player information and situational events to fan base.

1. Utilize pre-planned and standardized emails as outlined in other areas of marketing plan, as primary communication tool. *See Email Matrix.*
2. Schedule Emails based on promotional calendar and weekly theme nights.
 - a. Tuesday- Dollar Dog Tuesday
 - b. Wednesday- Military Wednesday
 - c. Thursday- Thirsty Thursdays

d. Friday- Weekend Festivities

3. Use no more than 7 situational emails throughout the season to communicate unexpected occurrences. For example, rain delays, double headers, cancellations, etc.

Ensure that all departments are utilizing our email marketing tool by setting up a meeting with each department to find out how emails can work for them.

4. Work with Sponsorship to understand what sponsors contracts require for the upcoming 2010 season by January 1, 2010.
5. Work with retail to send a total of five (5) emails over the course of the year, as designated by Director of Retail (Pam).
6. Work with Food Service to understand how email marketing can work for them via Club Car Catering events, etc.
7. Work with Interdepartmental Marketing Manager to decide time and quantity of Job Fair Advertising emails to gain more response and potential employee candidates.
8. Discuss with the Director of Sales any thoughts of how to utilize email marketing for Corporate or Group Sales (Done in conjunction with Sales Liason).
9. Work with Ticket Marketing Assistant to manage the emails sent to renewals, new sales and single game ticket emails.

Create internal tools that will outline our projected email plan and show what actually happened.

10. Continue to make an Email Matrix Table detailing each of our anticipated emails. (See 2009-2010 Matrix Chart)
11. Update the Email Matrix Table throughout the year to record what emails we sent out, when they were sent out and how many people they were sent to.
12. Continue to update email binder that will hold all hard copy emails and reports sent out for our internal records.
13. Maintain the Email Results Chart

Create a clean, consistent look for all emails.

1. Work with Graphic Designer to put together a revamped and more modern look for all emails. Have this finished by February 1st, 2010.
 - a. Host an MRC by January 15th to review email marketing examples from other businesses, sports teams and websites
 - b. Create the following Templates
 - i. Homestand Email
 - ii. TONIGHT At Riverwalk Stadium
 - iii. A Special Note From the Biscuits
 - iv. Double Header Tonight
 - v. Tonight's game has been postponed
 - vi. Today's game is still on
2. Utilize this "new-look" template for all outgoing marketing emails.

2009-2010 IST Renewal Ticket Marketing Plan (Montgomery Biscuits)

BACKGROUND:

Renewal Sales Results

Year	Renewal Rate	Revenue Lost	Packs Lost
2008	68%	\$89,080	734
2009	59%	\$84,810.74	894

In 2009, our total renewal rate was 59%, which resulted in a loss of \$84,810 total renewable ticket revenue. The low renewal rate is attributed to the following renewal rates: 6 packs at 48% and 35 packs at 57%.

From 2008 to 2009:

IST Fulls Renewal Rate fell from 106% to 72%

IST 35s Renewal Rate fell from 73% to 57%

IST Flex Holders Renewal Rate fell from 123% to 74%

IST 12s Renewal Rate fell from 85% to 76%

IST 6s Renewal Rate fell from 53% to 48%

We experienced a decrease in total renewable revenue generating \$158,194 in 2009 and \$197,778 in 2008.

See attached chart for more details & history on renewal rates by pack type.

Customer Service

In the past we have had intentions of providing outstanding service to our IST's, however have not done so in a consistent manner and we have never given smaller packs a direct contact in our business. We believe that the level of service we provide has a direct correlation to customer loyalty, and that can partially be attributed to our low renewal rate.

Buyer Information

While we have marketed IST New Sales as great gifts, we have not acknowledged the gift giver/ gift receiver in the renewal process. Even if the person purchased the tickets as a gift, we marketed to them during the renewal process as though they actually used the tickets.

OBJECTIVE:

To renew 75% of our current IST business by providing a superior product, great benefits and outstanding service to our season ticket holders.

STRATEGIES:

- Provide personal attention, communication and positively outrageous service year round to all IST accounts.
- Aggressively renew IST season ticket holders through targeted direct marketing efforts.
- Recognize and reward IST season ticket holders before, during and after a season.
- Improve the accuracy of our records by managing our data collection to improve & customize renewal process.

TACTICS:

Provide personal attention, communication and positively outrageous service year round to all IST accounts.

1. *Season Ticket Concierge*- All IST accounts will be managed and serviced by the Season Ticket Concierge, a new position for the 2010 season. The objective of the concierge is to provide positively outrageous service year round to each and every IST season ticket holder. This personal attention will result in these season ticket holders feeling like they are part of the team's "extended family", resulting in their continued loyalty.
 - a. Concierge to be introduced to all (817) IST accounts (except gift purchasers) via custom note card from ownership. Note to outline role of concierge for ticket holders and provide contact information for concierge.
 - b. Concierge to make personal contact via telephone to all 35 & Full Season IST's the week of October 12th introducing himself and confirming receipt of renewal info.
 - c. Concierge to make personal contact with all renewing accounts on an on-going basis as accounts renew. Contact should be made via phone call or email within one week of renewal beginning October 19th.
 - I. Personal Introduction & explanation of role
 - II. Confirmation of order

- III. Verify account info (gift info, email, phone, etc.)
- d. Concierge to make personal contact with all new accounts on an on-going basis as packages is sold. Contact should be made via phone call or email within one week of purchase beginning December 1st.
 - I. Personal introduction & explanation of role
 - II. Confirmation of order
 - III. Verify account info (fit info, email, phone, etc.)
 - IV. Benefit information
- e. *Season Ticket Distribution*- Concierge to assist in the distribution of season ticket packages in the retail store during distribution period (Mid-March through April 1) giving him the opportunity to meet, greet and personally discuss package benefits with customers.
- f. *Seat Visits*- Over the course of the season, Concierge should make effort to make a seat visit to each account over the course of the season. Contact should be more frequent with 35 packs & full seasons.
- g. *Customer Service*- Throughout season the concierge should be available to handle requests, solve problems and provide service to IST accounts as necessary. This should be done proactively as well as reactionary.
- h. *Communication Tools*- The following communication tools will be created and utilized by Season Ticket Concierge:
 - I. Email Templates
 - a) Introductory Email
 - b) E-Invitation for special activities (as needed)
 - c) Thank You for Your Business- can be sent following seat visits
 - d) Ticket Usage Reminder- for when he notices low usage
 - II. Thank You Note Cards
 - III. SEAT- Call Activity Module

Aggressively renew IST season ticket holders through targeted direct marketing efforts.

- 2. *Target Markets*- To be more effective in our renewal efforts, each effort should be directed at each of the three audiences separately:
 - a. Season Ticket Purchasers including Gift Receivers
 - b. Gift Purchasers
- 3. *Direct Mail*- Produce 5 customer mailers throughout the off-season. Each wave to be customized by recipient type: Self Season Ticket Purchaser (including Gift

Receiver) and Gift Purchaser. The copy will change depending on the different target markets. The following items should be included in each mailer:

- a. Fall Renewal Mailers (#1-3 for each market)
 - I. Letter from Season Ticket Concierge introducing himself (#1 only) and highlighting benefits, payment plan, priority seating and Capital City Classic ticket opportunity (last chance to keep same seats in #2 only)
 - II. Color pack insert featuring promo schedule and pack dates
 - III. SEAT generated Renewal Order Form containing 2009 ticket information. Renewal form to have option for gift information
 - IV. Return Envelope
 - V. Envelope with Violator

- b. Spring Renewal Mailers (#4-5 for each market)
 - I. Letter from Season Ticket Concierge highlighting benefits, payment plan and priority seating
 - II. Color pack insert featuring promo schedule and pack dates
 - III. SEAT generated Renewal Order Form containing 2009 ticket information. Renewal form to have option for gift information.
 - IV. Return Envelope
 - V. Envelope with Violator

Below is the Renewal Mailer Matrix including mailer type, audience, date and creative:

Mailer	Date (Drop Date)	Audience	Headline	Violator
Season Ticket Purchasers including Gift Receivers #1	10/12/2009	Season Ticket Purchasers & Gift Receivers	Thank you from Ownership & Your Season Ticket Concierge!	Thank you!
Gift Purchasers #1	10/12/2009	Gift Purchasers	Buy A Great Gift Again For _____!	Repeat Your Great Gift Giving Idea This Year!
Season Ticket Purchasers including Gift Receivers #2	11/2/2009	Season Ticket Purchasers & Gift Receivers	Loved Your Seats Last Year?	Renew by Nov. 15 th to keep your same great seats!
Season Ticket Purchasers including Gift Receivers #3	12/1/2009	Season Ticket Purchasers & Gift Receivers	Don't Forget Yourself During the Gift Giving Season!	Purchase Yourself a Great Gift during the Holiday Season!
Gift Purchasers #2	12/1/2009	Gift Purchasers	Last Opportunity To Buy A Great Gift For _____!	Last chance to purchase season tickets as a gift!
Season Ticket Purchasers including Gift Receivers #4	2/9/2010	Season Ticket Purchasers & Gift Receivers	Don't have a Valentine? Be Your Best Valentine, Renew Today!	Be Your Best Valentine, Renew Today!
Season Ticket Purchasers including Gift Receivers #5	3/9/2010	Season Ticket Purchasers & Gift Receivers	Last Chance For Biscuits Baseball!	Last Chance to Renew!

4. *Renewal Email*- Produce custom renewal emails from Season Ticket Concierge with a link to an online order form that will coincide with the renewal mailers, telemarketing calls and MAX Capital City Classic promotional efforts for the specific target markets. The following items should be included on each email:

a. *Emails following mailers (Season Ticket Purchasers and Gift Purchasers)*. The copy will change depending on the different target markets.

I. Fall Renewal Emails (#1-3 for each market)

- a) Email from Season Ticket Concierge introducing himself (#1 only) and highlighting benefits, payment plan, priority seating and Capital City Classic ticket opportunity (last chance to keep same seats in #2 only)
- b) 2009 Customer Ticket Information including ticket type, how many packs ordered and seating location.
- c) Online ordering link with deadline and tagline to show urgency.

II. Spring Renewal Emails (#4-5 for each market)

- a) Season Ticket Benefit Information highlighting benefits, payment plan and priority seating.
- b) 2009 Customer Ticket Information including ticket type, how many packs ordered and seating location.
- c) Online ordering link with deadline and tagline to show urgency.

b. *Email before the MAX Capital City Classic*- One email will be sent out on Friday, January 22, 2010 to promote the MAX Capital City Classic to season ticket holders as a last chance effort before they go on sale to the general public.

Below is the Renewal Email Matrix including email type, audience, date and creative:

Email	Date (Email Out)	Audience	Headline	Subject Line
Season Ticket Purchasers including Gift Receivers #1	10/14/2009	Season Ticket Purchasers & Gift Receivers	Thank you from Ownership & Your Season Ticket Concierge!	Thank you!
Gift Purchasers #1	10/14/2009	Gift Purchasers	Buy A Great Gift Again For ____!	Repeat Your Great Gift Giving Idea This Year!
Season Ticket Purchasers	11/4/2009	Season Ticket Purchasers	Loved Your Seats Last Year?	Renew by Nov. 15 th to keep your

including Gift Receivers #2		& Gift Receivers		same great seats!
Season Ticket Purchasers including Gift Receivers #3	12/3/2009	Season Ticket Purchasers & Gift Receivers	Don't Forget Yourself During the Gift Giving Season!	Purchase Yourself a Great Gift during the Holiday Season!
Gift Purchasers #2	12/3/2009	Gift Purchasers	Last Opportunity To Buy A Great Gift For _____!	Last chance to purchase season tickets as a gift!
Season Ticket Purchasers including Gift Receivers #4	2/11/2010	Season Ticket Purchasers & Gift Receivers	Don't have a Valentine? Be Your Best Valentine, Renew Today!	Be Your Best Valentine, Renew Today!
Season Ticket Purchasers including Gift Receivers #5	3/11/2010	Season Ticket Purchasers & Gift Receivers	Last Chance For Biscuits Baseball!	Last Chance to Renew!

5. *Online Renewal Web Pages and Form*- Work with Graphic Designer to update ALL online renewal web pages and forms by October 1, 2009 to reflect the 2010 schedule, price and new target markets.

a. *Web Pages*:

- I. Season Ticket Page- Update all verbiage including contact info, heading, Diamond Club Benefits, season ticket packages and pricing.
- II. All Season Ticket Pack Pages- Update all (eight) season ticket pack info pages including Full Seasons (Executive & Super), 35 Packs (Super & Box), 12 Packs (Super & Box) and 6 Packs (Super & Box).
 - a) *Flex Pack*- Update web pages to include Flex Packs to be available for purchase online.
 - b) Update all verbiage including contact info, heading, Diamond Club Benefits, season ticket packages and pricing.

b. *Online Renewal Form*- Work with our Graphic Designer to figure out the best option to capture all Gift Receivers' contact info via online renewal form and add it to the order form. *(There will be two different online order forms, 1 for Fall and 1 for Spring)*

- I. Contact Information- Update contact information portion, which includes the sublevels of personal and business information.
- II. Pick Your Package- Update pick your package portion including information on all packs' prices and verbiage.
- III. Seating Preference- Update seating preference portion including a stadium seating diagram, layout and verbiage.
- IV. Capital City Classic Ticket Information- Update the MAX Capital City Classic portion about exclusive ticket buying opportunity including 4 different levels of seats and pricing options which are detailed out

below (*eliminate for emails in Spring after the MAX Capital City Classic*):

- c) Executive Club - \$24
- d) Super Box - \$22
- e) Box - \$20
- f) Lawn/ General Admission - \$18

V. Payment Information- Update payment information portion describing payment options of 50% or 100% and a place for fans to fill out their credit card information.

6. *Telemarketing Calls*- All season ticket holders will be contacted throughout the course of the off-season in an effort to renew their season tickets for 2010. Each person calling will have tools that they can use during these blitzes.

I. *Fall*- Calls will be made the week after the same seat deadline has passed (November 15, 2009), so we can stress “you just missed the renewal deadline to keep same seats, but if you renew on the phone with me we can get you those same seats.” Dates and times below:

- a) *Season Ticket Concierge to use **November 16 – December 1, 2009** to contact all 35 & Full’s as well as follow up’s to 6’s and 12’s as needed*
- b) Full Time Staff will call 6’s & 12’s on **Wednesday, November 18, 2009 @ 5:30 – 7:30pm**
- c) Full Time Staff will call 6’s & 12’s on **Thursday, November 19, 2009 @ 5:30 – 7:30pm** or throughout the work day

II. *Spring*- Calls will be made three weeks before Opening Day (*Thursday, April 8, 2010*), so we can stress “you only have three weeks left to order, would you like to make it easy and order with me on the phone.” Dates and times below:

- a) Full Time Staff will call 6’s & 12’s on **Wednesday, March 17, 2010 @ 5:30 – 7:30 pm**
- b) Full Time Staff will call 6’s & 12’s on **Thursday, March 18, 2010 @ 5:30 – 7:30pm** or throughout the work day

III. Telemarketing Tools

a. *SEAT*- All callers will utilize SEAT to record the following:

- a) Call activity module to track connects and notes

- b) Change of mailing address, email address or telephone number
 - c) Identify bad numbers
 - d) Why they are not renewing their season tickets
- b. *Emails-* A customized email will be made and given to callers during the telemarketing blitz. Email will have Concierge's information as well as a link to online order form. These emails can be used when the person you're calling doesn't have time to talk, needs more information or is unreachable.
- i. *Telemarketing Email #1 (Fall)*—Can be sent at discretion of full time staff during telemarketing blitz
 - a) Emphasize deadline has past for same seats
 - b) Call your sales rep or the Season Ticket Concierge by Friday, November 20, 2009 to secure same seats for 2010
 - c) Contact info for sales rep and Season Ticket Concierge
 - d) MAX Capital City Classic opportunity
 - e) Online ordering link with deadline and tagline to show urgency
 - ii. *Telemarketing Email #2 (Spring)*—Can be sent at discretion of full time staff during telemarketing blitz
 - g) Emphasize deadline has past for same seats
 - h) Call your sales rep or the Season Ticket Concierge by Friday, March 19, 2010 to secure seats for 2010
 - i) Contact info for sales rep and Season Ticket Concierge
 - j) Online ordering link with deadline and tagline to show urgency

Recognize and reward IST season ticket holders before, during and after a season.

- 7. *Payment Terms-* All packs can pay 50% of their total package price by November 15, 2009 and total price needs to be paid by February 15, 2010.
- 8. *Diamond Club Benefits-* These benefits are for all season ticket holders. Each level of season ticket holder receives the minimum benefits for 6 packs and then additional benefits as they increase to the next level of season ticket holder.

Diamond Club Benefits for every season ticket holder are listed below:

Benefits	6 Pack	12 Pack	Flex Pack	35 Pack	Full Season	Executive Club
Personal Concierge	X	X	X	X	X	X
Email Updates	X	X	X	X	X	X
Same Great Seats	X	X		X	X	X
Priority Ticket for Playoffs	X	X	X	X	X	X
Upgradeability	X	X	X	X	X	X
Never A Wasted Ticket	X	X		X	X	X
Unused Ticket Donation	X	X	X	X	X	X
Food Coupons	\$10	\$25	\$25	\$25	\$25	\$25
Guaranteed Giveaways	X	X		X	X	X
Pre-Season Gala				X	X	X
Game Notes					X	X
Parking					X	X
Roomy 22" Seats						X
Personalized Tickets						X
CCB Access						X

9. *IST Feedback*- Make contacts throughout the year in an effort to get to know our season ticket holders and obtain feedback on their opinions about the Diamond Club Benefits, stadium operations, staff and general customer service.

c. *Three email contacts*- IST holders will be emailed an IST survey three times during the 2010 season. Dates and question types below:

III. *Wednesday, April 14, 2010* – Renewal Process

IV. *Wednesday, June 16, 2010* – Benefits, Operations & Staff

V. *Monday, September 6, 2010* – Thank You, Renew in 2010

10. *Opening Day Thank You*- Prior to Opening Day, each IST account will receive an “Opening Day Gift”. Gift will be a letter from ownership thanking them for their business and inviting them to bring a friend. Piece will feature two “tear away” card good for two (2) free game tickets.

11. *IST Recognition Nights*- Season Ticket Concierge will host the Owners Suite on 3 nights over the course of the season (30 tickets per night). Concierge to oversee invites and ticket distribution.

12. *IST Rewards*- The Season Ticket Concierge will be given an allotted amount of merchandise to pass out at his/her leisure to season ticket holders throughout the season:

- 100 Generic Baseballs (Group Balls)
- 24 Autographed Baseballs
- 10 First Pitches
- \$200 Biscuit Bucks to be used to purchase food/drinks/gifts for accounts in ballpark

- Special Privileges As Desired
 - Access to watch BP
 - Ballpark Tours
 - Special VIP Opportunities
 - Complimentary Tickets (utilizing pass list)
 - Owners Seat Tickets (as available- reference binder in box office)

Improve the accuracy of our records by managing our data collection to improve & customize renewal process.

13. *SEAT Modification*- Two SEAT changes for 2010 include:

- a. Create a new section in customer and place the Gift Purchasers' contact information in the allotted spaces.
- b. Update the main contact for all of the identifiable Gift Purchasers' records and place the Gift Receivers' contact information as the main contact for this record.

14. *Renewal Database*- Manage the exportation of the IST database from SEAT to ensure that all target audiences are included for mailers, emails and telemarketing efforts.

15. *Mailer Renewal Form*- Label the SEAT generated invoice in each renewal mailer with the appropriate target market and number. (Code the order form)

16. *Online Order Form*- Update the Personal Information section "What prompted you to buy your tickets online?" to drop down answers that match current categories in SEAT.

17. *In-House / Mall Order Form*- Update the layout and verbiage to make it more user friendly. The following changes will be made to the form:

- c. Add Today's Date Line at top
- d. Update how you ordered your tickets at the top
- e. Update how you are planning on using your tickets

2009-2010 IST New Sales Ticket Marketing Plan
(Montgomery Biscuits)

BACKGROUND:

2005-2009 New Sales Advertising

Year	Fall Ad. Expenses	Fall Ad. Mediums	Spring Ad. Expenses	Spring Ad. Mediums	Total Ad. Expenses
2009	\$27,219	- Outdoor (18 Static) - Print (1 Full Page Ad & 1 FSI) - Direct Mail (1 Self Mailer) - Promos (1 TV & 1 Radio) - 4 Emails	\$0	- Promo (1 Radio) - 7 Emails	\$27,219
2008	\$39,132	- Outdoor (5 Digital) - TV - Print (1 Full Page Ad & 1 FSI) - Direct Mail (1 Self Mailer) - Promos (1 TV & 1 Radio) - 2 Emails	\$0	- Promo (1 Radio) - 2 Emails	\$39,132
2007	\$32,196	- Outdoor (5 Digital) - TV - Print (1 FSI) - Direct Mail (2 Self Mailers) - Promos (1 TV & 1 Radio) - 3 Emails	\$0	- Promo (1 Radio) - 2 Emails	\$32,196
2006	\$11,428	- Print (2 FSI) - Direct Mail (2 Post Cards) - Promos (1 TV & 2 Radio)	\$14,915	- TV - Direct Mail (2 Self-Mailers)	\$26,343
2005	\$29,577	- Outdoor - Print (2 FSI) - Direct Mail (1 Post Card)	\$25,740	- Outdoor - Print (2 FSI) - Direct Mail (1 Post Card & 1 Self Mailer)	\$55,317

2009 Breakdown of New Sales Advertising & Creative

Ad. Medium	Ad. Expenses	Ad. Medium Description	Ad. Creative Description
Outdoor	\$11,000	18 Static Boards = 2 Bulletin & 16 Posters Nov. 15 – Dec. 31	Grand Slam Gift Season Tickets still just \$54! Biscuitsbaseball.com or Eastdale Mall
Print	\$5,146	Thanksgiving Full Page Ad in MA Nov. 27 & Holiday FSI in MA Dec. 7 (61,200 Circulation)	Biscuits Rising! Come see the next batch in 2009! (Picture of Evan Longoria) Season Tickets start at just \$54! For under the tree. Downloadable Gift Certificate. - Full Page Ad = Retail Merchandise pictures and price advertising the Eastdale Mall Store. - FSI = Season Ticket Benefits - Online Gift Guide (Bonus) = Advertise 10 products including 6 & 12 mini-packs and 8 retail items.
Direct Mail	\$11,006	Prospecting Self-Mailer sent to 34,377 within 30 miles of ballpark minus IST Renewals. Dec. 1	Biscuits Rising! Come see the next batch in 2009! (Picture of Evan Longoria) Season Tickets start at just \$54! Advertised benefits, 6 & 12 mini-pack options, biscuits 2009 schedule, For under the tree- downloadable gift certificate and Up to \$25 in Free Food.

Promos	\$67	Holiday Get A Ball (TV & Radio Promos) Dec. 1 - 7	Get A Ball = Ornament Decorating Contest to drive traffic to the Eastdale Mall Store. Enter ornament at store and vote for an ornament to win.
Emails	\$0	4 Total Emails	<ul style="list-style-type: none"> - 1 Shopping Parties, Holiday Market, Season Tickets - 1 Eastdale Mall Store Opening - 2 Holiday pushing season tickets
Promo	\$0	Spring 6-Pack Trivia Challenge (Radio Promo) March 9 - 13	6-Pack Trivia Challenge = Trivia contest where callers need to answer a question and get all six of the answers correct to win season tickets. Those that only got a couple of the answers won \$5 in Biscuits Bucks depending on how many they got correct.
Emails	\$0	6 Total Emails	<ul style="list-style-type: none"> - 1 MAX CCC season ticket holder offer - 5 Spring pushing season tickets
Total	\$27,219		

New Sales Results

The 2009 new sales goal was to sell 800 new sales ticket packages. We actually only sold 691 new sales ticket packages. This is a loss of 62 packs resulting in a decrease of \$1,532.74 in total new sales revenue.

2005 – 2009 shows trending that most of our new sales purchases occur in spring rather than fall. Knowing this allows us focus our advertising on spring while still having presents during the holiday season.

Year	Duration	Ticket Packs Sold	Revenue Generated	% of Total Revenue
2009	Fall	263	\$19,692	40%
	Spring	428	\$29,900	60%
	Total	691	\$49,592	
2008	Fall	284	\$19,458	38%
	Spring	469	\$31,666.74	62%
	Total	753	\$51,124.74	
2007	Fall	443	\$32,897	48%
	Spring	512	\$34,952	52%
	Total	955	\$67,849	
2006	Fall	361	\$24,860	41%
	Spring	464	\$35,533	59%
	Total	825	\$60,393	
2005	Fall	385	\$43,376	58%
	Spring	244	\$31,056	42%
	Total	629	\$74,432	

Military Market

While we have marketed groups and single game tickets for Military Wednesdays and Military Appreciation Night on Maxwell AFB, we have never tried marketing to IST new sales. We know that even with the high number of new students entering and existing the base on a fairly frequent basis, there are numerous permanent individuals that live

and work on base. There is also a fair amount of retired military members that visit on a regular basis.

OBJECTIVE:

To aggressively sell 750 ticket packages and gain new business by advertising a superior product (during the fall and spring) and great season ticket holder benefits.

STRATEGIES:

- Provide personal attention, communication and positively outrageous service to all IST accounts.
- Continuously increase and manage master database to maximize direct marketing capabilities.
- Utilize holiday stores to aggressively gain new IST season ticket holders during the holiday season.
- Aggressively gain new IST season ticket holders in the fall season through direct marketing, promotional and advertising efforts.
- Aggressively gain new IST season ticket holders in the spring season through direct marketing, promotional and advertising efforts.
- Aggressively gain new IST season ticket holders on Maxwell AFB by working with their Marketing Department through direct marketing efforts.

TACTICS:

Provide personal attention, communication and positively outrageous service to all IST accounts.

1. *Account Management*- All IST accounts will be managed and serviced by the Season Ticket Concierge, a new position for the 2010 season. The objective of the concierge is to provide positively outrageous service year round to each and every IST season ticket holder. This personal attention will result in these season ticket holders feeling like they are part of the team's "extended family", resulting in their continued loyalty.
 - a. *Personal Contact*- Concierge to make personal contact with all new accounts on an on-going basis as packages are sold. Contact should be

made via phone call or email within one week of purchase beginning December 1st.

- I. Personal introduction & explanation of role
- II. Confirmation of order
- III. Verify account info (*fit info, email, phone, etc.*)
- IV. Benefit information

Continuously increase and manage master database to maximize direct marketing capabilities.

2. Receive the 2009 database information from Ticket Return by November 1, 2009.
3. Send the 2009 database to ICS to merge, purge and update against the master database to reflect repeat, lost and new consumers.
 - a. Database categories include fields that distinguish between, SGTs (*box office or website*), mini-packs, full season tickets, group raffles, game raffles and group leaders based on years.
 - b. Includes geo-code analysis of the entire database.
4. Send ICS our SGT and mini-pack database by November 1, 2009 to determine residence counts for all zips in our database (*depends on the cost-effectiveness of this work*).
5. Manage Autograph Baseball and Group Raffles as a way to increase database during the season by effectively communicating in-park.
 - a. Place two raffle boxes at the Guest Services kiosk for both raffles.
 - b. Manage the box office inputting raffle data.

Utilize holiday stores to aggressively gain new IST season ticket holders during the holiday season.

6. Holiday Market- Work with Director of Retail and Retail Manager to utilize point of sale signage for season tickets at the Holiday Market in the Renaissance Convention Center.
7. Eastdale Mall Store- Work with Retail Manager to utilize point of sale signage at the Biscuit Basket in the Eastdale Mall:
 - a. Inform customers of mini-pack ticket prices and work with Graphic Designer to create signage for the kiosk to promote season tickets.

- b. Tag all holiday advertising with mall location as place to buy season tickets.

Aggressively gain new IST season ticket holders in the fall season through direct marketing, promotional and advertising efforts.

- 8. Website- Update website components to reflect that 2010 season tickets are on sale and available to purchase online during the Holiday season by November 1, 2009.
 - a. Homepage Button- Work with Graphic Designer to place a Holiday button on our homepage **a week before New Sales tickets are launched to advertise our new sales launch date** and so new business can click and link to our Online Order Form to order season tickets online.
 - b. Gift Certificate- Work with Graphic Designer to place a Holiday button on our homepage that links to a printable gift certificate for those fans that bought season tickets as gifts to give the recipients a tangible gift.
 - d. Online Order Form- Update online order form to reflect the 2010 schedule and price including all of the season ticket web pages leading up to the order form. The following items should be included on each 2010 Season Ticket Online Order Form:
 - VI. Capturing Gift Receivers' Info- Work with our Graphic Designer to figure out the best option to capture all Gift Receivers' contact info via online order form and add it to the order form.
 - VII. Contact Information- Update contact information portion, which includes the sublevels of personal and business information.
 - VIII. Pick Your Package- Update pick your package portion including information on all packs' prices and verbiage.
 - IX. Seating Preference- Update seating preference portion including a stadium seating diagram, layout and verbiage. (*only a request not guaranteed*)
 - X. Capital City Classic Ticket Information- Update the MAX Capital City Classic portion about exclusive ticket buying opportunity including 4 different levels of seats and pricing options which are detailed out below:
 - k) Executive Club - \$24
 - l) Super Box - \$22
 - m) Box - \$20

n) Lawn/ General Admission - \$18

XI. Payment Information- Update payment information portion describing payment options of 50% or 100% and a place for fans to fill out their credit card information.

9. Outdoor Advertising- 3 digitals (Eastchase Bulletin, Prattville Bulletin- **12/17 thru 12/25** and Prattville Poster) and 16 static posters will be created and placed throughout market from 11/15/2009 – 12/26/2009. Creative timeline and details are below:

- a. Receive creative from Graphic Designer and deliver to Lamar Advertising by November 1, 2009 in a high resolution PDF file.
- b. Creative- "Make Your Gift A Hit!" Add www.biscuitsbaseball.com and Eastdale Mall.

10. Print Advertising- We will run the following in the Montgomery Advertiser or their other publications to promote season tickets to new business.

a. Thanksgiving Day Ad will be placed in the Montgomery Advertiser on Thanksgiving Day, Thursday, November 26, 2009. Piece details and bonus entail:

- I. Circulation: 60,000 (full run)
- II. Message: TBD
- III. Piece:
 - a) Full Color Full Page Ad in wrap holding circulars
 - b) Tagline: TBD
 - c) 6 and 12 ticket pack options and prices
 - d) Season Ticket Concierge phone number and website to order
 - e) Pictures of Biscuits Merchandise and prices

b. FSI (free standing insert) will be placed in the Montgomery Advertiser, **Prattville Progress, Wednesday Progress, Millbrook Progress, Wetumpka Progress and Maxwell-Gunter Dispatch on Sunday, December 6, 2009.** The FSI will have the following elements:

- I. Circulation: MA 60,000 (full run), TBD for other publications.
- II. Message: TBD
- III. Piece:
 - a) 8 ½ x 11 glossy 2 sided, 4 over 4
 - b) Holiday themed promoting season tickets as gifts and what friends and family members can do together.

- c) Season Ticket Concierge phone number and website to order

11. Promos

- a. *Radio Promo*- The radio promotion will be from November 30 – December 6, 2009 with the start of our mini-pack launch.
 - I. Promo Details: On all five Cumulus radio stations, DJs will be asking our fans to tell us about the WORST Christmas (or holiday) Gifts that they've ever received. They will first read a promo about Biscuits 6-pack season tickets being great gifts and tell fans to ask for them for the upcoming gift-giving season. Secondly, they will share a horrible gift they've received and ask fans to register their WORST Christmas (or holiday) Gift online at www.biscuitsbaseball.com. There will be five (5) daily winners starting on Tuesday, December 1, 2009 thru Saturday, December 5, 2009. We will have one (1) Grand Prize Winner from any of the seven (7) promotional days that we will announce on Sunday.
 - II. Biscuits will:
 - a) Push on www.biscuitsbaseball.com homepage heavily from Monday, November 30, 2009 to Sunday, December 6, 2009.
 - b) Send an email blast to entire Biscuits email database (approx. 25,000)
 - c) Create online button and entry form by Monday, Nov. 16, 2009.
 - d) Pick each daily winner starting Tuesday, December 1, 2009 and sending the winners to Cumulus to announce them on the air during their live reads.
 - e) Biscuits will provide prizing.
 - III. Cumulus will:
 - Pre-recorded radio spot (:30)
 - Live promotional reads
 - Website feature linking to www.biscuitsbaseball.com
 - Announce winners and WORST Gift story evening or day after
 - IV. Prizes:
 - a) *Daily Winners*- Two 6-pack season tickets
 - b) *Grand Prize Winner*- Four 6-pack season tickets and on air radio appearance

b. *TV Promo*- The TV promotion will be from November 30 – December 4, 2009 with the start of our mini-pack launch.

I. Promo Details: WSFA TV personalities on Today In Alabama will be asking our fans to tell us about the WORST Christmas (or holiday) Gifts that they've ever received. They will first read a promo about Biscuits 6-pack season tickets being great gifts and tell fans to ask for them for the upcoming gift-giving season. Secondly, they will share a horrible gift they've received and ask fans to register their WORST Christmas (or holiday) Gift online at www.wsfa.com. There will be five (4) daily winners starting on Tuesday, December 1, 2009 thru Friday, December 4, 2009. We will have one (1) Grand Prize Winner from any of the five (5) promotional days that we will announce on Friday.

II. Biscuits will:

- a) Push on www.biscuitsbaseball.com homepage heavily from Monday, November 30, 2009 to Friday, December 4, 2009.
- b) Send an email blast to entire Biscuits email database (approx. 25,000)
- c) Create online button for WSFA
- d) Provide prizing

III. WSFA will:

- Pre-recorded TV spot (:30)
- Live reads on Today In Alabama
- Pick winners and contact them
 - a) Announce winners and WORST Gift story on the evening news.

IV. Prizes:

- a) *Daily Winners*- Two 6-pack season tickets
- b) *Grand Prize Winner*- Four 6-pack season tickets and on air TV appearance

12. Emails- Create and distribute a total of five (5) emails in the fall season between October and December. Below are dates, headline and subject line of all emails:

Email	Dates (emailed)	Audience	Headline	Subject Line
Holiday Market	10/19/2009	Entire Email Database	Stop By the Montgomery Biscuits Booth	Holiday Market starting Tuesday!

Holiday Prospecting #1	11/15/2009	Entire Email Database minus 2009 ISTs	Make Your Gift A Hit!	Great Gift Ideas for Yourself!
Mall Store Opening- 11/23	11/19/2009	Entire Email Database	Stop By the Montgomery Biscuits Kiosk	Biscuits Eastdale Mall Kiosk Grand Opening!
Worst Gift Promo	11/30/2009	Entire Email Database	What's Your WOSRT Christmas Gift Ever?	Win Biscuits Season Tickets!
Holiday Prospecting #2	12/10/2009	Entire Email Database minus 2009 ISTs	Make Your Gift A Hit!	Great Gift Ideas for Yourself!

13. Stadium Marquee- Work with Director of Fan Entertainment to utilize the stadium marquee to advertise ticket sales, games and events.

Aggressively gain new IST season ticket holders in the spring season through direct marketing, promotional and advertising efforts.

14. Website- Update website components to reflect the spring season, that the 2010 baseball season is right around the corner and season tickets are on sale and available to purchase online by January 5, 2010.

- a. Homepage Button- Work with Graphic Designer to place a generic baseball button on our homepage to advertise the sale of season tickets, so new business can click and link to our Online Order Form to order season tickets online.
- b. Gift Certificate- Work with Graphic Designer to place a generic baseball button on our homepage that links to a printable gift certificate for those fans that bought season tickets as gifts to give the recipients a tangible gift.
- c. Online Order Form- Update online order form to reflect the spring season. The following items should be changed on the Spring Online Order Form:

XII. Capital City Classic Ticket Information- Update the MAX Capital City Classic portion about exclusive ticket buying opportunity including 4 different levels of seats and pricing options which are detailed out below (*Take off offer after the final MAX Capital City Classic email push on January 18, 2010*):

- o) Executive Club - \$24
- p) Super Box - \$22
- q) Box - \$20
- r) Lawn/ General Admission - \$18

XIII. Payment Information- Delete payment information portion describing payment options of 50% or 100%.

15. Outdoor Advertising

a. *Lamar*- 5 digital boards will be created and placed throughout market from 3/10/2010 – 3/31/2010 (Maybe before pending MAX Capital City Classic sales). Creative timeline and details are below:

- I. Receive creative from Graphic Designer and deliver to Lamar Advertising by December 15, 2009 in a high resolution PDF file.
- II. *Creative*- “6 Night Stay-Cation starting at \$60!” so fans will make it into a mini vacation here in Montgomery with all of their friends. Include website and phone number.

b. *Vintage Media*- 2 Vintage Media Digital Boards will be throughout the market from 3/10/2010 – 3/31/2010.

16. Print Advertising- We will run the following in the Montgomery Advertiser or their other publications to promote season tickets to new business.

a. FSI (free standing insert) will be placed in the Montgomery Advertiser, Prattville Progress, Millbrook Progress, Wetumpka Progress and Maxwell-Gunter Dispatch on Sunday, March 7, 2010. The FSI will have the following elements:

- I. Circulation: MA 60,000 (full run), TBD for other publications.
- II. Message: TBD
- III. Piece:
 - a) 8 ½ x 11 glossy 2 sided, 4 over 4
 - b) Baseball season themed promoting season tickets emphasizing the summer nights experience with friends and family members (mini vacations)
 - c) Season Ticket Concierge phone number and website to order

17. Direct Mailer- Produce one direct mail piece during the spring season.

a. March 8, 2010

- I. Sent To: Mail to entire database (SGTs, Group & Game Raffles & Non-Renewals) within 30 miles of ballpark minus 2009 season ticket holders (approx. 34,000)
- II. Message: 6 Night Stay-Cation starting at 60!
- III. Self- Mailer Piece: Legal size self-mailer
 - a) Mini-pack benefits highlighting Free Food Coupons
 - b) Mini-packs package options with prices
 - c) 2010 schedule with 3 easy ways to order and information about a printable gift certificate

18. Promo

a. *Radio Promo*- The radio promotion will be from March 13 – 19, 2010 with the start of our mini-pack launch.

I. Promo Details: On all five Cumulus radio stations, DJs will be asking our fans to tell us about the WORST Vacation that they've ever been on. They will first read a promo about Biscuits 6-pack season tickets being a great mini vacation here in Montgomery. Secondly, they will share a horrible vacation they've been on and ask fans to register their WORST Vacation online at www.biscuitsbaseball.com. There will be five (5) daily winners starting on Monday, March 15, 2010 thru Friday, March 19, 2010. We will have one (1) Grand Prize Winner from any of the seven (7) promotional days that we will announce on Sunday.

II. Biscuits will:

- a) Push on www.biscuitsbaseball.com homepage heavily from Saturday, March 13, 2010 to Friday, March 19, 2010.
- b) Send an email blast to entire Biscuits email database (approx. 25,000)
- c) Create online button and entry form by Monday, March 1, 2010.
- d) Pick each daily winner starting Monday, March 15, 2010 and sending the winners to Cumulus to announce them on the air during their live reads.
- e) Biscuits will provide prizing.

III. Cumulus will:

- Pre-recorded radio spot (:30)
- Live promotional reads
- Website feature linking to www.biscuitsbaseball.com
- Announce winners and WORST Vacation story evening or day after

IV. Prizes:

- a) *Daily Winners*- Two 6-pack season tickets
- b) *Grand Prize Winner*- Four 6-pack season tickets and on air radio appearance

19. Emails- Create and distribute a total of seven (6) emails between January and April. Below are dates, headline and subject line of all emails:

Email	Dates	Audience	Headline	Subject Line
-------	-------	----------	----------	--------------

	<i>(emailed)</i>			
Last Chance MAX CCC Offer	1/18/2010	Entire Email Database minus 2009 ISTs	Order Season Tickets NOW! <u>SUBHEADLINE</u> : Don't Be Left Out in the Lawn!	Don't Be Left Out in the Lawn!
Spring Prospecting #1	2/9/2010	Entire Email Database minus 2009 ISTs	Grab Season Tickets for your Sweetheart!	Unique Valentine's Day Gift Ideas!
Spring Prospecting #2	2/16/2010	Entire Email Database minus 2009 ISTs	Grab Season Tickets with Family or Friends	Enjoy Summer Nights in Montgomery!
Spring Prospecting #3	3/3/2010	Entire Email Database minus 2009 ISTs	Grab Season Tickets with the Family	Enjoy Fun Times with the Family!
Spring Prospecting #4	3/10/2010	Entire Email Database minus 2009 ISTs	Grab Season Tickets with Family or Friends (Ensure	Think Inexpensive Mini Vacations in Montgomery!
Spring Prospecting #5 <i>(Worst Vacation Look & Feel)</i>	3/15/2010	Entire Email Database minus 2009 ISTs	What's Your WOSRT Vacation Ever?	Win Biscuits Season Tickets!

20. Stadium Marquee- Work with Director of Fan Entertainment to utilize the stadium marquee to advertise ticket sales, games and events.

Aggressively gain new IST season ticket holders on Maxwell AFB by working with their Marketing Department through direct marketing efforts.

21. Emails- Work with the Director of Marketing (Pat Goodwin) on Maxwell AFB to sell season tickets to the military market on base via emails. This will include faculty, residences or retired individuals that have a Maxwell AFB email address. Twelve (12) emails will be sent to the military market.

Email	Dates <i>(emailed)</i>	Audience	Headline	Subject Line
Holiday Market	10/19/2009	Entire Email Database	Stop By the Montgomery Biscuits Booth	Holiday Market starting Tuesday!
Holiday Prospecting #1	11/15/2009	Entire Email Database minus 2009 ISTs	Ask for Biscuits Season Tickets!	Great Gift Ideas for Yourself!
Mall Store Opening	11/19/2009	Entire Email Database	Stop By the Montgomery Biscuits Kiosk	Biscuits Eastdale Mall Kiosk Grand Opening!
Worst Gift Promo	11/30/2009	Entire Email Database	What's Your WOSRT Christmas Gift Ever?	Win Biscuits Season Tickets!
Holiday Prospecting #2	12/10/2009	Entire Email Database minus 2009 ISTs	Ask for Biscuits Season Tickets!	Great Gift Ideas for Yourself!
Last Chance MAX CCC Offer	1/18/2010	Entire Email Database minus 2009 ISTs	Order Season Tickets NOW! <u>SUBHEADLINE</u> : Don't Be Left Out in the Lawn!	Don't Be Left Out in the Lawn!
Spring Prospecting #1	2/9/2010	Entire Email Database minus 2009 ISTs	Grab Season Tickets for your Sweetheart!	Unique Valentine's Day Gift Ideas!
Spring Prospecting #2	2/16/2010	Entire Email Database minus 2009 ISTs	Grab Season Tickets with Family or Friends	Enjoy Summer Nights in Montgomery!
Spring Prospecting #3	3/3/2010	Entire Email Database minus 2009 ISTs	Grab Season Tickets with the Family	Enjoy Fun Times with the Family!
Spring Prospecting #4	3/10/2010	Entire Email Database minus 2009 ISTs	Grab Season Tickets with Family or Friends (Ensure	Think Inexpensive Mini Vacations in Montgomery!

Spring Prospecting #5 (Worst Vacation Look & Feel)	3/15/2010	Entire Email Database minus 2009 ISTs	What's Your WOSRT Vacation Ever?	Win Biscuits Season Tickets!
---	-----------	--	-------------------------------------	------------------------------

22. Additional Mediums- Utilize Pat Goodwin and discuss new avenues of marketing season tickets to the military individuals on Maxwell AFB.

(Montgomery Biscuits)

BACKGROUND:

Total Tickets Sold Recap

Year	Tickets Sold (Online)	Tickets Sold (Box Office)	Total Tickets Sold	Rain Outs
2007	21,329	34,670	55,999	2
2008	19,358	34,277	53,653	5
2009	18,154	32,757	50,911	6

Total Revenue Recap

Year	Revenue (Online)	Revenue (Box Office)	Total Revenue	Rain Outs
2007	\$213,159	\$310,090	\$525,229	2
2008	\$186,142	\$304,347	\$490,488	5
2009	\$179,945	\$298,380	\$477,385	6

Weekly Theme Nights Recap

Days of Week	2007 Tickets Sold / Games	2007 Average Tickets Sold	2008 Tickets Sold / Games	2008 Average Tickets Sold	2009 Tickets Sold / Games	2009 Average Tickets Sold	Average +/- from 08 to 09
Sunday (Kids Day)	5,059 / 10	506	5,008 / 9	556	3,766 / 8	471	-85
Monday	2,871 / 9	319	2,681 / 9	298	3,000 / 11	273	-25
Tuesday	1,415 / 5	283	2,290 / 6	382	2,300 / 7	329	-53
Wednesday (Military)	6,202 / 11	564	4,662 / 10	466	3,697 / 8	462	-4
Thursday (Thirsty)	7,142 / 9	794	7,605 / 10	761	8,878 / 10	888	+127
Friday	11,855 / 10	1,186	10,053 / 11	914	9,563 / 10	956	+43
Saturday	17,775 / 12	1,481	16,026 / 10	1,603	15,008 / 10	1,501	-102

1. Kids Days (Sunday)- To capitalize on the two extra Kids Days in the 2009 Biscuits schedule and continue to increase the amount of tickets sold and revenue, we decided to add the Kids Eat Free Program where kids 12 and under would receive a free coupon (deeming them one free kids hot dog and 12 oz. Coca-Cola product). Three Sunday Kids Days rained out in 2009 resulting in only 8 Kids Days, one less than 2008. The 2009 Kids Days' SGT tickets sold saw a decrease of 1242 tickets resulting in a revenue drop of \$11,408 from 2008. Because the number of Kids Days differs from year to year, the average will display a clearer picture of how much we were down. On average, we have seen a decrease of ticket sold by 86 resulting in a revenue drop of \$776 each Kids Day game. This huge decrease in Kids Days' SGT tickets sold and revenue generated has forced the Biscuits to not renew the Kids Eat Free program for the 2010 season.
2. Military Wednesdays- Military Wednesdays went from having 10 games to 8 games, so of course we are down in tickets sold and generated revenue. For 2009, we have decreased by 970 tickets sold and \$8,781 generated revenue from 2008. Because the number of Military Wednesdays games differ, we will be taking the average of tickets sold and revenue every Military Wednesday in 2008 and comparing to 2009. On average, we have seen a decrease of tickets sold by 4 resulting in a revenue drop of \$22 each Military Wednesday game.

Total Ad. Expenses	Ad. Medium Description	Ad. Creative Description	Ad. Results
Direct Mail			
\$1,064.16	Early Bird Mailer	Early Bird Order Form, GM letter and Finest Ingredients sent to 714 (only ISTs) to gain SGT orders before they go on sale to the public.	Sold 200 single game tickets, generating \$2,000.
	Never A Wasted Ticket Mailer	GM letter, form, schedule and a BR envelope sent to 989 including ISTs, CSTs and sponsors to make sure that they use up all of their season tickets. Added an AU / AL stamp on the back of the envelope.	The mailer brought in 38 forms back.
Email			
-	Early Bird Email	Sent out just to Group Leaders for LF, MD and PL. Linked the promotional schedule to it and had them print the order form. We advised them to mail, fax or drop off at the office. Sent out March 19, 2009.	Worked well. Need to send out for ISTs and CSTs if possible.
	Biscuits Stimulus Plan Email	The Biscuits Stimulus Plan includes Kids Day Kids Eat Free program, new value meals with a drink, Military Wednesday and Thirsty Thursday. Sent out March 20, 2009.	Sent out promotional information to SGT holders.
	SGT Launch Email	Sent out on March 27, 2009 highlighting new stimulus plan not really pushing come to the stadium, but order online.	Open up online ordering when we send out the SGT launch emails.
	Meet the Team / Opening Day Email	Sent out the morning of April 8, 2009, the day of Meet the Team.	Send out a couple more emails really advertising before day of event.
	Homestand Emails	Sent out 13 homestand emails. Made the August 10 game homestand in 11 days into 2 homestands. Didn't use a grid look on every homestand email. Tried to incorporate more info and details.	Create a consistent look throughout all homestand emails. Large grids with details.
	MW, TT or Weekend Emails	Sent 22 emails not including homestand emails promoting MWs, TTs and Weekend games.	Continue to advertise MW, TT and weekend games via email.
	Never A Wasted Ticket Email	Sent out 2 IST emails. CSTs and sponsors were sent one from their rep. Email highlighting how to use unused tickets, a schedule of remaining season games and a link to submit what games fans would like to use their unused tickets for.	Continue to send out the Never A Wasted Ticket email twice.
Homepage			
-	SGT Launch Button	Button on homepage linked to an online order form.	Hard to gage, but large homepage buttons and the schedule grid keep fans informed and provide them additional information.
	Game (Schedule Grid) Buttons	Grid schedule on homepage highlighting each night with links to sell sheets for more info or ticket return.	
	Fourth of July Button	Button on homepage linked to ticket return.	
	Rays Night Button	Button on homepage advertising Raymond and the ALCS trophy then linked to ticket return.	
	AU / AL Night Button	Button on homepage advertising special guests for AU/AL Night linked to page with more info then ticket return.	
Outdoor			
\$45,000	Lamar- 6 digital boards	Interchanged messages throughout season promoting homestands, theme nights, special acts, rainouts and wins & losses immediately after games.	Hard to gage, but provides up to date information to Montgomery while going to work, etc. Should incorporate double-header time on the boards when we have a double-header.
	Vintage Media- 2 digital boards	Interchanged messages starting in June until September promoting homestands, theme nights, special acts, rainouts and wins & losses immediately after games.	
TV			
-	Opening Day Commercial (\$8,000 credit)	A commercial displaying kids talking about Opening Day.	Hard to gage, but it's a great extra boast promoting Opening Day.
TV Promos			
	Cakes & Cokes	Deliver cakes and cokes to each WSFA and WAKA on morning before SGT launch.	Great. Need to print out a SGT Launch press release and deliver.
	Opening Day	April 6-9, 2009- Biscuits Opening Day Memories where we had fans email in to WSFA their favorite Biscuits Opening Day Memory. WSFA selects winner and Biscuits provide prize.	
	Fourth of July	June 29-July 3, 2009- Memories of America's National Pastime where people will email in their favorite National Pastime memories to WSFA.	

3. Thirsty Thursdays- The 2009 Thirsty Thursdays' SGT tickets sold saw an increase of 1273 tickets resulting in a revenue gain of \$12,517 excluding Thursday, July 3rd in 2008 (3,437 tickets = \$30,065). Both in 2008 and 2009, the Biscuits had 10 games each.

Advertising Recap

Overall we spent \$66,733.58 on our Single Game Ticket Advertising in 2009.

Summer Entertainment Shows of July	Need to get spot schedule next year and incorporate more acts.
Rays Night	Continue to do.

Print			
\$20,410	20 Powerstrips AU / AL Night	A grid schedule placed on the bottom of the Montgomery Advertiser Refer to AU / AL Night Marketing Plan. Refer to specific game marketing plan.	Work great, but look into online powerstrips on Montgomery Advertiser website.
\$66,733.58		Radio Promos	
\$129.72	SGT Launch	March 26-28, 2009 - Sing 1 of 100 Biscuits where fans call in and sing Take Me Out to the Ballgame. Winners received a Gift Certificate and called Helena.	Had 10 winners out of 25 possible.
	Cakes & Cokes	Deliver cakes and cokes to all Cumulus radio stations and Blue Water stations on morning before SGT launch.	Great. Need to print out a SGT Launch press release and deliver.
	Opening Day	April 3-9, 2009- Biscuits Opening Day Memories where we had fans call in to Cumulus stations their favorite Biscuits Opening Day Memory. Cumulus selects winner and Biscuits provide prizing.	Had 25 winners.
	Fourth of July	June 29-July 3, 2009- Memories of America's National Pastime where fans call in to Cumulus stations their favorite National Pastime memories. Cumulus selects winners and Biscuits provide prizing.	Had 25 winners. Grand Prize winners received a first pitch (4) and participate in batting practice (1).
	Rays Night	Refer to Rays Night Marketing Plan.	Continue to do.
	AU / AL Night	Refer to AU / AL Night Marketing Plan.	Continue to do.
	MAX Fireworks Nights	Had 16 pre-planned MAX Fireworks Nights that the Biscuits provided scripts to Cumulus to execute live reads.	If any Fireworks show is added send Bill Hardin another script.

Promotional Recap

Refer to the 2008 to 2009 Promo Night SGT Comparison for specific results.

OBJECTIVE:

Increase the level of single game ticket sales sold to 60,000 through advertising and an entertaining promotional schedule.

STRATEGIES:

- Focus to improve and determine events and theme nights for the 2010 season.
- Improve and determine creative approach for the 2010 season.
- Advertise single game tickets for all and sometimes specific games via paid media throughout the season.
- **Advertise specific nights through media partnerships to generate ticket sales.**
- Continue to improve public relations efforts by communicating important Biscuits information to generate interest and ticket sales.
- Utilize email marketing to promote single game ticket sales.
- Utilize the Biscuits homepage to promote single game ticket sales.
- Effectively promote weekly theme nights including Military Wednesdays, Thirsty Thursdays and Kids Days to SGTs.

TACTICS:

Focus on improving and determine events and theme nights for the 2010 season.

1. Kids Days (Sunday)- We will not have any food specials, but each Kids Day will have its own theme. Themes are listed below with dates:

Kids Day #	Date	Theme
1	April 11	Spongebob Squarepants
2	April 25	Bark in the Park
3	May 30	Big Mo's Birthday Bash
4	June 6	Batman & Batgirl
5	June 13	Princess Day
6	June 27	Superman & Superwoman
7	July 25	Zoo Day
8	August 22	Dora the Explorer
9	August 29	Superhero Party

2. Dollar Dog Tuesdays- Every Tuesday we are offering all you can eat \$1 Hot Dogs to every fan. Dollar Dog Tuesdays will be on the following dates:

Tuesdays #	Date
1	April 27
2	May 4
3	May 11
4	June 8
5	June 22
6	July 6
7	August 3
8	August 31

3. Military Wednesdays- Military Wednesdays' food and drink specials will continue to be \$2 14oz draft beer, \$2 22oz fountain soda and \$2 Hot Dogs. *To get the food or drink specials, Military Personnel must have a corresponding coupon for each item.* Military Wednesdays will be on the following dates:

Wednesdays #	Date
1	April 28
2	May 12
3	May 26
4	June 9
5	June 23
6	July 7
7	August 4
8	August 18
9	Sept. 1

4. Thirsty Thursdays- Thirsty Thursdays' food and drink specials will continue to be \$2 14oz draft beer, \$2 22oz fountain soda and \$2 Grilled Pretzels **with the addition of \$2 20oz Bottled Water.** Thirsty Thursdays will be on the following dates:

Thursdays #	Date	Theme Night
1	April 8	Opening Night w/ fireworks
2	May 6	
3	May 13	80s Night w/ The Spicolis

4	May 27	Ladies Night
5	June 10	Jimmy Buffett Night w/ Bama Breeze
6	June 24	
7	July 8	
8	July 22	
9	August 5	
10	August 19	Ladies Night
11	August 26	
12	Sept. 2	Fan Appreciation Night w/ fireworks

5. Assist owners and management in deciding promotional schedule for the 2010 season by providing information on single game ticket sales.
6. Listed below are the 2010 MAX Fireworks games, acts and theme nights on the following game dates on the **Finest Ingredients flyer**. (See attached **Finest Ingredients flyer**)

Improve and determine creative approach for the 2010 season.

7. 2010 Branding – Determine a creative approach for the 2010 season that will be used in every single game ticket medium when appropriate. **Set up a meeting by January 15, 2010.**
8. Montgomery Biscuits, AA Affiliate of the Tampa Bay Rays! – Place a logo or tagline on every single game ticket medium when appropriate to improve our baseball credibility.

Advertise single game tickets for all and sometimes specific games via paid media throughout the season.

9. Direct Mail- One direct mail piece will be sent out during the season that will target and increase the sales of single game tickets.
 - a) Early Bird Mailer
 - I. Audience: Only Individual season ticket holders (*approx. 700*)
 - II. Mail Date: March 15, 2010
 - III. Piece Description: Order form, GM letter and Finest Ingredients sent to gain SGT orders before they go on sale to the public. This piece is mailed back in with a return envelope.
 - IV. Promotional Piece: **Stamp the back of the envelope with an Opening Night stamp to promote the first game of the season.**
 - b) Never A Wasted Ticket Mailer
 - I. Audience: ISTs, CSTs and Sponsors
 - II. Mail Date: July 20, 2010
 - III. Piece Description: One piece highlighting how to use unused tickets, schedule of remaining season games and a section to fill

out what games to use the unused tickets. This piece is mailed back in with a return envelope.

IV. Promotional Piece: Stamp the back of the envelope with a Country Night stamp to promote game and concert afterwards.

10. Outdoor- Eight digital boards total (6- Lamar and 2- Vintage Media) for the entire season (starting March 22 - September 2) that will allow for interchangeable messages to advertise and brand the following:

- a) SGT Tickets on Sale
- b) Homestands
- c) Theme Nights
- d) Special Acts
- e) Biscuits Win or Lose
- f) Rain Outs

11. Montgomery Advertiser- Continue to utilize the Montgomery Advertiser to advertise through print newspaper and digital newspaper.

- a) Print- Advertise 15 powerstrips for our 15 homestands in the Montgomery Advertiser Newspaper.
- b) Digital- Advertise on montgomeryadvertiser.com every Tuesday, Thursday and some Fridays through digital banner ad.

12. Television- A total of 1 TV flight throughout the season. Due to our contract with WSFA, the Biscuits obtain a \$4,000 credit to use in 2010.

- a) Opening Homestand
 - I. Flight Dates: April 2 - 8, 2010
 - II. Creative: Opening Day with it being Thirsty Thursday and a MAX Fireworks Spectacular.

13. Pocket Schedules- Manage the pocket schedule process from creation to distribution.

- a) Creation- Monitor the creation of our pocket schedules to attract SGTs to purchase single game tickets before and throughout the season.
- b) Distribution- Distribute pocket schedules to stores and locations all over the Montgomery area by March 1, 2010. Make sure all staff hands out pocket schedules for the months of April and May at gates after games when we say good night to the fans. Place pocket schedules at all box office windows and at all Guest Services booths.

14. Stadium Marquee- Assist Director of Fan Entertainment to advertise to SGTs during the pre-season, in-season and post season. Check out the 2010 Marquee Schedule for more details.
- a) Pre-Season- Advertise the single game ticket launch, a countdown to the return of the season and the Meet the Team event on April 7th at the Eastdale Mall.
 - b) In-Season- Advertise every game date, time, opponent and special game events during the season.
 - c) Post-Season- In September (after playoffs), thank fans for a great season.

Advertise specific nights through media partnerships to generate ticket sales.

15. Television Promotions- With WSFA 12 to include live reads, trivia, live shoot on location and other mentions as available; prizing provided by us.
- a) TV #2- Opening Day- April 3 – 7, 2010
 - b) TV #3- July 4th- June 29 – July 3, 2010
16. Radio Promotions- With Cumulus Broadcasting to run on 5 stations and include spot schedule, live reads and trivia; prizing provided by Biscuits.
- a) Radio #5- Opening Day- April 1 – 7, 2010
 - b) Radio #6- July 4th- June 27 – July 3, 2010
17. Fireworks Radio Promotions- Provide Cumulus with 20 box seats for each MAX Fireworks night in exchange for event promotion of all 15 MAX Fireworks shows.
18. WSFA Summer Entertainment TV Promos- Myron Noodleman on April 9, 2010, Dale Murphy on May 14, 2010 and Christopher & King of Pop Puppets on June 25, 2010. Includes live reads a :15 spot schedule and in-studio visit by act if available.
19. Additional Media Partnerships- Identify three key games including Rays Night, Country Night (*Cumulus*) and AU / AL Night.
20. Grass Roots- Advertise three key games through grass roots methods including buckslips and stamps for Rays Night, Country Night and AU / AL Night. (see specifics details in each theme night marketing plan)

Continue to improve public relations efforts by communicating important Biscuits information to generate interest and ticket sales.

21. In cooperation with our media partners (WSFA and Cumulus) and Clear Water, cakes and cokes will be delivered to both stations on March 26, 2010.

- a) Buy cakes by Wednesday, March 24, 2010.
 - b) Obtain cokes from Jason Wilson by Wednesday, March 24, 2010.
 - c) **Print off SGT Launch press release and deliver with cakes and cokes.**
22. Monitor the placement and dates of the promotional schedule on our website, Pocket Schedule, Magnet Schedule and other promotional pieces.
23. Proceed with the following to launch single game tickets:
- a) Launch single game ticket sales on March 27, 2010. (2 weeks prior to opening day)
 - b) Surround the launch of single game ticket sales with a SGT Launch radio promotion to generate excitement.
 - a. **Promotional Dates: March 20-26, 2010**
 - b. **Emails Sent Out: March 22 (promoting promotion) and 26 (day of promotion)**
 - c. **Creative: If you purchase SGTs online on March 27, 2010 you will be placed into a running to win a first pitch. An email will be sent out promoting this contest and sending it out the day before so people can participate.**
 - d. **Note: Most fans buy SGTs online for our SGT Launch so we will not have a live remote at Riverwalk Stadium.**
 - c) Send press release to local media announcing Single Game Ticket Sales on March 25, 2010 **stressing online first pitch contest.**
 - d) Deliver cakes and cokes to media partners: WSFA and Cumulus on March 26, 2010.
 - e) Mail SGT Early Bird Piece to all season ticket holders on Monday, March 15, 2010 setting the deadline for Saturday, March 27, 2010.
 - f) Email full database about SGT sale three times on the following dates **March 17 (focus on Dollar Dog Tuesdays), 22 (advertise Radio Promotion) and 26 (buy online now), 2010** about the SGT launch.
24. Monitor all press releases containing single game ticket information.

Utilize email marketing to promote single game ticket sales.

25. Early Bird Email

- a) Audience: All season ticket holders
- b) Email Date: March 17, 2010
- c) Piece Description: All season ticket holders will be able to purchase single game tickets first to secure your favorite games for the 2010 season.
Open up ticket return and have them purchase their SGTs online when they receive this email.

26. Three SGT Launch Emails

- a) Audience: Entire email database
- b) Email Dates: March 17, 22 and 26, 2010
- c) Piece Description: Single Game Tickets on Sale Saturday! **Purchase tickets online on March 27, 2010 and have the chance to win a first pitch.**

27. Two Meet the Team/ Opening Day Emails

- a) Audience: Entire email database
- b) Email Dates: April 1 and 6, 2010
- c) Piece Description: Meet the 2010 Montgomery Biscuits Team on Wednesday, April 7, 2009 at Eastdale Mall.

28. 15 Homestand Emails

- a) Audience: Entire email database
- b) Email Dates: Day before every homestand **(15 homestand total)**
- c) Piece Description: Grid schedule of the homestand highlighting special nights with links to sell sheets or more information pending game.

29. Weekly Theme Nights and Weekend Games

- a) Audience: Entire email database
- b) Email Dates: Day before or morning of first day promoting.
- c) Piece Description: Incorporate more game date details with a link to its sell sheet and pictures of the theme night. See email matrix for number of emails sent.

30. Two Never A Wasted Ticket Email

- a) Audience: CSTs, ISTs and sponsors with email addresses
- b) Email Date: July 22 and August 9, 2010
- c) Piece Description: Email highlighting how to use unused tickets, schedule of remaining season games and a link to submit what games fans would like to use their unused tickets for. **On the July 22nd email include a Rays Night and Country Night button promoting July 23rd & August 6th and for the August 9th email include a AU / AL Night button to promote August 21st.**

31. Five emails will be saved to highlight players, rainouts or press releases throughout the season.

Utilize the Biscuits homepage to promote single game ticket sales.

32. Single Game Ticket Launch – Advertise on media wall two weeks leading up to and following the launch via a button on the homepage that single game tickets are going or are on sale.
33. Game Grid (Schedule) – Continue to place each game of a homestand at the top of our homepage and link a sell sheet to it when necessary.
34. Special events for individual games – Advertise on media wall promoting 2 weeks in advance linking to more information when special events or guests are scheduled to come to a game. Suggested games are below:
 - a) Dale Murphy
 - b) Circus Night
 - c) 4th of July
 - d) Rays Night
 - e) Country Night
 - f) AU / AL Night

Effectively promote weekly theme nights including Kids Days, Dollar Dog Tuesdays, Military Wednesdays and Thirsty Thursdays to SGTs.

35. Kids Days- Continue to promote Kids Days in the following ways:
 - a) Email & Website- Continue to utilize homestand emails and games on homepage to brand Kids Days.
 - b) Stadium Banners- Continue to place banners up at the following gates: main (inside above the Kids Craft station), right field and 3rd base gate.
 - c) PA Reads- Utilize on every Kids Day in conjunction with LEDs.
 - d) LEDs- Utilize LEDs on all 70 games as available.
36. Dollar Dog Tuesdays- Refer to the Dollar Dog Tuesdays Marketing Plan for specific information.
37. Military Wednesdays- Refer to the Military Wednesdays Marketing Plan for specific information.
38. Thirsty Thursdays- Refer to the Thirsty Thursdays Marketing Plan for specific information.

2010 Weekly Promotions Marketing Plan

Background

In 2009 we had three weekly promotion—Military Wednesday, Thirsty Thursday and Kids Eat Free on Sundays (first year for Kids Eat Free).

Ticket sales were as follows:

	2007 Tickets/ Games	2007 Average	2008 Tickets/ Games	2008 Average	2009 Tickets/ Games	2009 Average	Over/Under From 08 to 09
Military Wednesday	7490 tix 10 games	739	11674 tix 11 games	1061	8501 tix 8 games	1062	+1 on avg.
Thirsty Thursday	7152 9 games	794	11042 tix 11 games 7605/10 exc. July	1003 760 excluding 7/3	8998 tix 10 games	899	+139 on avg.

1. *Sunday Kids Days*- To stimulate Sunday ticket sales and handle the objection of affordability for families we added the Kids Eat Free Program where kids 12 and under would receive a free hot dog and 12 oz Coke on Sundays. The effectiveness was hard to judge as we had poor Sunday weather. Regardless, with the addition of Dollar Dog Tuesdays in 2010, we feel that we will meet the objective of affordability and will not do Kids Eat Free in 2010.
2. *Military Wednesdays*- On average, Military Wednesday ticket sales remained the same from 2008 to 2009. We take in to account both SGT's and groups while looking at this date. We had 2 less games in 2009. In house promotional tools and efforts continued to happen working directly with the base and direct sales force. We also emailed our database on every Wednesday home game.
3. *Thirsty Thursdays*- While the numbers show 2009 was about 100 tix less on average than 2008, in 2008 you have the 4th of July. Excluding the 4th, we are up in Thursday sales on average of 139 per game. No specific marketing outside of

regularly SGT marketing was done for Thirsty Thursday. Outdoor ran on Thursdays promoted Thirsty Thursdays and an email was sent every Thursday as well.

OBJECTIVE

Increase single game ticket sales by building significant awareness of our new Dollar Dog Tuesday night, and existing Military Wednesday and Thirsty Thursday promotions to previous Biscuits single game ticket buyers, season and mini-pack ticket holders, and potential first-time ticket buyers.

DOLLAR DOG TUESDAY

STRATEGIES

- Introduce Dollar Dog Tuesday to current and potential customers.
- Generate mass awareness of Dollar Dog Tuesdays utilizing paid media.
- Generate awareness of Dollar Dog Tuesdays utilizing in-house advertising mediums.
- Generate awareness of Dollar Dog Tuesdays utilizing in-park advertising mediums
- Generate awareness of Dollar Dog Tuesdays utilizing media partnerships.

TACTICS

Introduce Dollar Dog Tuesday to current and potential customers.

- Incorporate Dollar Dog Tuesdays into Single Game Ticket launch
 - Feature in Early Bird Mailer and Email going to all Season Ticket Holders (3 weeks prior to Single Game Ticket launch)
 - Feature in Single Game Ticket Press Release
 - Feature in Single Game Ticket email sent to master database week prior to Single Game ticket launch (March 23rd)
- Feature Dollar Dog Tuesdays intro/story on one media wall panel the week prior to and week after Single Game Ticket launch.

Generate mass awareness of Dollar Dog Tuesdays utilizing paid media.

- Feature Dollar Dog Tuesday on outdoor digital billboards on Mondays & Tuesdays
 - Rotate with “Game Tonight” on Mondays
 - Feature solely on Tuesdays
 - Add Dollar Dog Tuesdays to mix when team is on the road

- Utilize www.montgomeryadvertiser.com website advertising to promote Dollar Dog Tuesdays on Tuesdays of home games, not including GSSD's.
- Feature "Dollar Dog Tuesday" on Power Strips in Montgomery Advertiser that cover Tuesday games.

Generate awareness of Dollar Dog Tuesdays utilizing in-house advertising mediums.

1. Feature Dollar Dog Tuesday information on 2010 Biscuits pocket schedule & magnetic schedule by featuring logo with promotional schedule and on every Tuesday gameday.
2. Feature Dollar Dog Tuesday in "Around the Horn" section of website during the season.
3. Include information about Dollar Dog Tuesdays on all single game ticket web pages.
4. Include Dollar Dog Tuesday information and logo on all Homestand e-mails featuring a Tuesday game.
5. Produce and send separate Dollar Dog Tuesday e-mails to entire SGT database when the homestand does not start on a Tuesday or per Email Marketing plan.
6. Using air-time per our radio broadcast contract to run spots for Dollar Dog Tuesday.
7. Broadcaster to fill in-game radio broadcast with Dollar Dog Tuesday informational reads.
8. Purchase Dollar Dog Tuesday stamp to utilize on Will Call envelopes as available (\$45)
9. Feature Dollar Dog Tuesdays every Monday & Tuesday on Facebook page and Twitter

Generate awareness of Dollar Dog Tuesdays utilizing in-park promotion.

10. Create in-park commercial/graphic for Dollar Dog Tuesday to display on the scoreboard or LED's at least once every game. In-game placement to be determined by Fan Entertainment.

11. Include information for Dollar Dog Tuesdays on insert for all season ticket packages.
12. Replace unsold sponsorship signage on concourse with Dollar Dog Tuesday panel (\$60 each).
13. Replace “Kids Day” signage in concession stand with Dollar Dog Tuesday pane (\$30 each). *Pending overall concession signage plan*
14. Replace “Kids Day” directional signage cover in Kids Area with Dollar Dog Tuesday sign (\$180).
15. Continue to use napkin holder vinyl stickers promoting Dollar Dog Tuesday at each portable cart.
16. Continue to use box office signage for windows promoting Dollar Dog Tuesdays.
17. Purchase Dollar Dog Tuesdays TONIGHT gate signage to hang on day of games.

Generate awareness of Dollar Dog Tuesdays utilizing media partnerships.

- Discuss partnership opportunity with Cumulus broadcasting on adding Dollar Dog promotion similar to MAX Fireworks promotion:
 - Exchange 20 Box Seats for every Tuesday game for spot schedule on all five Cumulus stations
 - Website presence on Cumulus Websites

MILITARY WEDNESDAY

STRATEGIES

- Generate mass awareness of Military Wednesday utilizing paid media.
- Generate awareness of Military Wednesday utilizing in-house advertising mediums.
- Generate awareness of Military Wednesday utilizing in-park advertising mediums.
- Continue to utilize our relationship with Maxwell AFBs Director of Marketing to promote Military Wednesdays on Maxwell AFB.
- Manage the consignment of tickets and coupons at the Maxwell AFB ITT Office and assist group sales in other marketing efforts on Maxwell AFB.

TACTICS

Generate mass awareness of Military Wednesday utilizing paid media.

1. Feature Military Wednesday on outdoor digital billboards every Wednesday.
2. Feature Military Wednesday on Power Strips in *Montgomery Advertiser* that cover Wednesday games.

Generate awareness of Military Wednesday utilizing in-house advertising mediums.

1. Update Military Wednesday Sell Sheet for sales and information efforts.
2. Update the Military Wednesday website page and online ticketing order form to reflect the 2010 season.
3. Feature Military Wednesday information on 2010 Biscuits pocket schedule & magnetic schedule by featuring logo with promotional schedule and icon on every Wednesday gameday.
4. Continue to utilize the Biscuits Marquee for Military Wednesday messages promoting Wednesday games.
5. Feature Military Wednesday in media wall on every Wednesday game date.

6. Include information about Military Wednesday on all single game ticket web pages.
7. Include Military Wednesday information and logo on all Homestand e-mails featuring a Wednesday game.
8. Produce and send separate Military Wednesday e-mails to entire SGT database when the homestand does not start on a Wednesday or per Email Marketing plan.
9. Using air-time per our radio broadcast contract to run spots for Military Wednesday.
10. Broadcaster to do live reads promoting Military Wednesday on Tuesdays & Wednesday games.

11. Feature Military Wednesday every Wednesday on Facebook page and Twitter

Generate awareness of Military Wednesday utilizing in-park advertising mediums.

1. Continue using entrance Military Wednesday banners at all Military Wednesday games which include 2 large banners at the 2 front gates and 2 small banners, one at the 3rd base gate and the other at the RF gate.
2. Continue using LEDs every non-Military Wednesday games as available to reinforce our brand and advertise the promotional night.
3. Continue to use LEDs in conjunction with PA reads on all Military Wednesdays to reinforce our brand.
4. Keep utilizing Military Group or Individual Reorganization on the video board and through a PA read at all Military Wednesdays as an added perk to Military personnel. Continue having Military personnel sign in at Guest Services.
5. Continuously place Military Wednesday coupon information signage at Guest Services and at all concession stands and portables that are participating.

Continue to utilize our relationship with Maxwell AFB Director of Marketing to promote Military Wednesdays on Maxwell AFB.

1. Discuss in-house advertising efforts inside the ITT office with Sherry Calloway and Pat Goodwin.
2. Determine creative and next steps for updating the TV ad currently being placed on Maxwell AFB.

3. Work with Graphic Designer to update the following creative with the correct dates; and send to Pat Goodwin by February 15th.
 - a. Welcome Packet Flyer - every new student receives in their welcome folder.
 - b. Newspaper Ad – Goes into the Retiree Affairs Newsletter (twice per season—SEE POINT #6)
 - c. Half-Page Flyer – Used all over base (ITT office, etc.)
 - d. Email template – Show Pat how to change the text.
 - e. Television Ad
 - f. ITT Office Posters – 2010 promo and scheduled dates in poster format.
4. Distribute 2,500 pocket schedules and 50 magnet schedules to the ITT office and Pat Goodwin by March 1st.
5. Continue to utilize Maxwell's marquee boards advertising the ITT Office sale of Military Wednesday Tickets.
6. Pat Goodwin will continue to place Military Wednesday information with dates into the Retirees Affairs Newsletter (quarterly publication). Newsletter is circulated twice throughout the season (April & July) to 13,000 retired Military.
7. Internally on base, Pat will continue to place Military Wednesday and Military Appreciation Night dates into the "What's Happening" Newsletters for Lodging Rooms that circulate every Friday to 2,500 rooms.
8. Internally on base, Pat will continue to place a slide about the Biscuits Military Wednesdays in a PowerPoint that she weekly presents to the eight to ten college leaders.
9. Continue to discuss the details and timeline with Pat about the library marketing efforts including flat screen TVs to place to advertise Biscuits and other events around Montgomery.
10. Discuss with Pat marketing efforts at the schools on base including Kids World which would be the Friday before each Military Wednesday.
11. Revisit the Montgomery Entertainment Guide folder distributed to all officers with Pat Goodwin.
12. Continue to have Pat Goodwin place stories about Military Wednesdays and MAN in her slotted area in the Dispatch (Maxwell's base paper).

Manage the consignment of tickets and coupons at the Maxwell AFT ITT Office and assist group sales in other marketing efforts on Maxwell AFB.

1. After our meeting with the ITT Office, decide how many coupons we will distribute to them for every Military Wednesday. Last year we gave them 100 super box, 200 box and 50 lawn tickets.
2. Purchased 13,000 coupons last year for Military Wednesdays. 5,000 beers, 4,000 hot dogs and 4,000 sodas. Audit coupons for last year and purchase more for 2010.
3. Drop off all of the tickets and coupons by March 12th to the ITT Office. Make sure they sign a sign out form stating they received this amount of tickets.
4. Update the Military Wednesday Group sell sheet that Lance will be able to send to renewals and any military personnel that contacts him directly.
5. Place a Military Wednesday Group sell sheet into all Continuity Folders that are given to each head of a college or training school.
6. Discuss with Pat the current mediums that we can add Lance's contact information to so we can increase the awareness of bring a group to the ballpark for Military Wednesdays.

THIRSTY THURSDAY

STRATEGIES.

- Generate mass awareness of Thirsty Thursdays utilizing paid media
- Generate awareness of Thirsty Thursdays utilizing in-house advertising mediums.
- Generate awareness of Thirsty Thursdays utilizing in-park advertising mediums
- Generate awareness of Thirsty Thursday to local college demographic utilizing specific mediums targeted at those groups

TACTICS

Generate mass awareness of Thirsty Thursdays utilizing paid media.

- Feature Thirsty Thursday on outdoor digital billboards every Thursday
- Utilize www.montgomeryadvertiser.com website advertising to promote Dollar Dog Tuesdays on Tuesdays of home games, not including GSSD's.
- Feature "Thirsty Thursday" on Power Strips in Montgomery Advertiser that cover Thursday games.

Generate awareness of Thirsty Thursdays utilizing in-house advertising mediums.

12. Feature Thirsty Thursday information on 2010 Biscuits pocket schedule & magnetic schedule by featuring logo with promotional schedule and on every Thursday gameday.
13. Feature Thirsty Thursday in "Around the Horn" section of website during the season.
14. Feature Thirsty Thursday on Media Wall every Thursday home game.
15. Include information about Thirsty Thursday on all single game ticket web pages.
16. Include Thirsty Thursday information and logo on all Homestand e-mails featuring a Tuesday game.

17. Produce and send separate Thirsty Thursday e-mails to entire SGT database when the homestand does not start on a Thursday or per Email Marketing plan.
18. Using air-time per our radio broadcast contract to run spots for Thirsty Thursday.
19. Broadcaster to fill in-game radio broadcast with Thirsty Thursday informational reads.

20. Feature Thirsty Thursday every Thursday on Facebook page and Twitter

Generate awareness of Thirsty Thursday utilizing in-park promotion.

21. Create in-park commercial/graphic for Thirsty Thursday to display on the scoreboard or LED's at least once every game. In-game placement to be determined by Fan Entertainment.
22. Include information for Thirsty Thursday on insert for all season ticket packages.
23. Replace one (1) unsold sponsorship signage on concourse with Thirsty Thursday panel (\$100 each).
24. Continue to use napkin holder vinyl stickers promoting Thirsty Thursday at each portable cart.
25. Continue to use box office signage for windows promoting Thirsty Thursdays.
26. Hang Thirsty Thursday TONIGHT gate signage to hang on day of games.

Generate awareness of Thirsty Thursday to local college demographic utilizing specific mediums targeted at those groups

- Work with Community Relations to send Street Team to ASU & AUM campuses on Thursday afternoons to promote Thirsty Thursday
 - Create custom, full color buck slips showcasing ticket price, food/drink specials, game dates & time and bus route information
 - Review campus schedules monthly to determine schedule focusing on special events
- Network to promote Thirsty Thursday in campus communications
 - AUM E-Newsletter "Bytes" does not sell advertising, but does feature links to special events
(http://www.aum.edu/UR_Media/Byte/091028/byte_091027.html)
 - Run ad in ASU *The Hornet Tribune* or pitch story on Opening Night Thirsty Thursday (classes end May 6th)

- Purchase Facebook Advertising for the ASU and AUM Network; promote Thirsty Thursday Events, transportation, game times and schedules

Social Media Marketing Plan

BACKGROUND

In 2008 we launched a Facebook profile page for Big Mo as a secondary way for fans to track what was going on with the Biscuits and in correlation with the trend in social media networking. In late 2008 we also added a Montgomery Biscuits Fan Page. Both pages were given to April to update and run. The response has been good considering we have not had a specific plan for either page. Updates are made daily when applicable – but more heavily during the season. Current profile status as of 10/26/09:

Big Mo's Page: 303 Friends
Biscuits Fan Page: 2,691 Fans

At this time we are not proactively seeking out friends or fans, our pages simply exist on the Facebook site. Numbers increase weekly through requests that come to us. Our friend and fan base is mostly age 18-25 and range around the region. In 2009 we consider using Facebook advertising to push attendance for Thirsty Thursday/MAX Capital City Classic but decided not to as we were unsure of effectiveness.

For Twitter we are currently in the process of trying to get access to the user name "BiscuitsBaseball". Someone has already signed up to Twitter with that account name, however we are challenging the page with Twitter support in hopes to be able to take it over so that we can utilize.

For future use, here are current usernames/passwords for accounts:

Facebook – Big Mo – Login: bigmobicuit@yahoo.com, Password: baseball04
Biscuits Fan Page – no log in, you must be on Facebook to access, Big Mo is administrator on page, but anyone with Facebook page can access and be added as an administrator

Twitter – Login – biscuitbaseball, Password: baseball04

Yahoo Mail – Big Mo's email account (my email was blocked by Facebook when we were dropped before they allowed companies to have accounts) – bigmobicuit@yahoo.com, password – baseball04.

OBJECTIVES

Utilize social media networking capabilities to create stronger connection with fans and sell single game tickets.

STRATEGIES

- **Make a conscious effort to interact with fans via social media accounts, ensuring we are using to connect and not as hard sell opportunity.**
- **Proactively find ways to increase following on social media accounts.**
- **Increase SGT sales for select nights with paid and unpaid advertising options on Facebook.**
- **Proactively track and learn new social media trends.**

TACTICS

Make a conscious effort to interact with fans via social media accounts, ensuring we are using to connect.

1. Maintain Big Mo's profile page by adding appearance schedule, photos, videos, or posts at least every other day. Community Relations Marketing Assistant should make all updates.
2. Maintain Montgomery Biscuits Fan Page by adding new photos, videos, posts, press releases, links (homestand emails/weekly promotion emails) and/or events on a daily basis. All updates should be made by _____.
3. Create Twitter account and determine key people to update account daily (Broadcaster, Big Mo, General Manager) by December 1, 2010.
4. Link Facebook Biscuits Fan Page to Twitter account..
5. During games, Broadcaster is responsible for updates to linked Facebook & Twitter accounts for in-game and post-game posts and encourage fans to interact with throughout game via Twitter or Facebook site. (Have fans pick a player of the game through social media sources.)
6. Consider using website like cotweet.com to manage multiple Twitter accounts and schedule multiple tweets at the start of a day.

Proactively find ways to increase following on social media accounts.

7. Add a Facebook and Twitter badge to front page of Biscuits website that links to Biscuits Fan pages to increase awareness of involvement in social media site and encourage fans to join/follow. Run in Around the Horn section on website release December 2009 until management determines removal.
8. Add Facebook link to Big Mo's profile (for fan's to become Big Mo's friend) on mascot page of website.

9. Send email to entire database by December 1, 2009 to drive current email database to become fan on Facebook page (link to Twitter once account is set up).
10. Add Facebook and Twitter link to all e-blasts to drive traffic to social networking sites (let Graphic Designer know immediately).
11. Run sponsored ad to promote Biscuits Fan Page on Facebook five days prior to the MAX Capital City Classic ticket offer to Facebook fans (January 29, 2010).
 - a. **Suggested Ad (Budget - \$500)**
 - i. **Title – Montgomery Biscuits**
 - ii. **Message:** Become our fan on Facebook for a chance to win two tickets to the MAX Capital City Classic on March 9, 2010!
 - iii. **Destination:** Montgomery Biscuits Fan Page
 - iv. **Type of Ad:** Pay per Click
 - v. **Target Option 1:** 103, 420 people
 - who live in the United States
 - age 18 and older
 - who live within 25 miles of Montgomery, AL
 - who are not already associated with Biscuits
 - **Suggested Cost:** 0.67 per click (max click price) at \$100 max per day = estimate of 150 clicks per day
 - **Suggested Dates:** January 25-29
12. Run in-park video and/or rotator at every home game encouraging fans to go to website to follow Biscuits on social media sites. Determine video creative and film by March 2, 2010.

Increase SGT sales for select nights with paid and unpaid advertising options on Facebook.

13. Run Facebook pay per click advertising campaigns for select events and games including MAX Capital City Classic, Thirsty Thursdays, Dale Murphy, Country Night and Bark in the Park using “Ad Manager” feature to gauge results and for future advertising considerations.
 - a. **Example Ad – MAX Capital City Classic (Budget - \$750)**
 - i. **Message:** MAX Capital City Classic (Photo) – Riverwalk Stadium - Alabama vs. Auburn – March 9th @ 6:30pm. Click here to buy and print your tickets.
 - ii. **Destination:** Ticket Return website
 - iii. **Type of Ad:** Pay per Click

- iv. **Target 1:** 9,340 people
 - who live in and within 25 miles of Montgomery
 - age 18 and older
 - who are a graduate of Auburn or Alabama
 - **Suggested Cost:** 0.71 per click (max click price) at \$75 max per day = estimate of 92 clicks per day
 - **Suggested Dates:** February 1 – 5
 - **Budget:** \$375.00
- v. **Target 2:** 5,340 people
 - who live in and within 25 miles of Montgomery
 - age 18 and older
 - who list Auburn Tigers or Alabama in profile likes
 - **Suggested Cost:** 0.71 per click (max click price) at \$75 max per day = estimate of 92 clicks per day
 - **Suggested Dates:** February 1 – 5
 - **Budget:** \$375.00

14. Determine desired budget amount by November 20, 2009. Determine final game targets, ad design, links, focus, and target audiences one week prior to each advertising campaign.

15. Utilize fan updates on Biscuits Fan Page as a way to communicate to current fans/friends of pages about SGT opportunities for MAX Capital City Classic, Weekly Promotions and Theme Nights. Send updates the day prior to the game by utilizing email links and posting to account.

Proactively track and learn new social media trends.

13. Monitor Fan Pages and Profiles for other MLB, MiLB, and local companies to see any unique uses of available tools.

14. Regularly reference Facebook Marketing Pages for suggestions and latest updates to program.

2010 Website Plan (Montgomery & Lansing)

BACKGROUND

In 2007-2008-2009 we didn't make any major changes to our website. While awaiting the BAM/BIRCO agreement to flush out, we were at a standstill and not interested in making financial commitments until we knew for sure who would ultimately control the site. In December, 2008, we learned we will continue control of the site and have planned to overhaul it by December 1, 2009.

From a creative standpoint, the site looked outdated. It is not especially easy to find things, and navigation is down left hand side (most are at top). Furthermore, there is no media wall or video. THIS IS ALL CHANGING SOON!

From a content standpoint, we did a better job this year of updating it with stories and news release. All members of the marketing department proactively looked for new things to add. We featured stories on Hospital Visits, Library Visits, Big Mo Visits, Rays Players, Awards, New Members of the Staff, New Promotions and Theme Nights.

The website had different looks from in-season and out of season. The primary difference was the "in-season" look featured a "Game Center" to feature game results and schedule updates.

Results are as follows:

	2009	2008	2007
Number of Unique Visitors	153,003	164,527	150,987
Number of Total Visits	329823 (2.15 visits/visitor)	361054 (2.19 visits/visitor)	357053 (2.36 visits/visitor)
# of Season Ticket Packages Sold Online			
# of Single Game Tickets Sold Online	18,154	19,358	21,329
# of Online Group Ticket Pages			
# of Group Tickets Sold Online			
Revenue from online retail sales			

The top 10 pages viewed in 2009 were:

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. Homepage 2. Schedule.html 3. SgTix.html (Single Game Tix) 4. Roster.html 5. Stadium.html | <ol style="list-style-type: none"> 6. Promo08Fireworks.html (Fireworks) 7. Mm_index.html (Monty's Moments) 8. Promo08Thirsty.html (Thirsty Thursday) 9. Directions.html 10. Transactions.html |
|---|--|

The graphic design direction should serve as the “keeper” of the website with content and strategic direction from team’s marketing departments. Plan for content and maintenance of the website is outlined within this plan.

OBJECTIVE

Develop the website as a strategic tool to achieve team business goals, specifically retail and ticket sales, while providing timely, updated information to our fans.

STRATEGIES

- Redesign the overall look of the website including homepage and navigation
- Work with all departments to ensure that the web site accomplishes all departmental goals
- Place fresh, innovative content on the website, encouraging users to come to the site more often
- Develop a further understanding of how the website is being utilized

TACTICS

Redesign the overall look of the website including two versions of homepage and navigation.

1. Work with graphic designer to create a new look for our website featuring a rotating panel media wall (ALMOST DONE!)
2. Get an “address line” icon (Montgomery only; Lansing has)
3. Investigate and implement opportunity for video highlights on website
4. Utilize two (2) home page templates to maximize space and content during off-season as well as in-season. In-season template to feature more space for baseball related game information. Graphic Design Director to utilize “off-season template” 1 week following last game through first game of team’s regular season.

Work with all departments to ensure that the web site accomplishes all departmental goals

5. Meet with retail, sales, box office and marketing to understand their primary objectives for the website by November 15th
6. Allow for space for special features like group online ordering, Monty’s/Luggies moments and retail store features.

7. Work with sponsorship on individual sponsor needs for links and contests.
8. Work with department heads to annually update appropriate content including venue information, promotional materials and ticket prices
9. Allocate panels of the media wall to specific departments to guarantee them prominent placement on homepage:

Panel #	Jan-Feb	March	April	May	June	July	Aug	Sept-Oct	Nov-Dec
1	Season Tix	Season Tix	Promos	Promos	Promos	Promos	Promos	Season Tix	Season Tix
2	CST	SGT	SGT	SGT	SGT	SGT	SGT	CST	CST
3	GRPS	Sales	Sales	Sales	Sales	Sales	Sales	GRPS	GRPS
4	Retail	Retail	Retail	Retail	Retail	Retail	Retail	Retail	Retail
5	Season Tix	Baseball	Baseball	Baseball	Baseball	Baseball	Baseball	Open	Retail
6	Open	Open	Open	Open	Open	Open	Open	Open	Open

Place fresh, innovative content on the website, encouraging users to come to the site more often.

10. Update all panels of the media wall on a weekly basis by providing Graphic Design director direction one (1) full week in advance. The following people are responsible for providing direction based on above chart, every MONDAY over the course of the year:
 - a. **Season Ticket Information-** Marketing Dept. (Ticket Sales Coord)
 - Renewal Information
 - New Sales Information
 - Benefits
 - Link to Online Order Form
 - b. **Single Game Ticket Information-** Marketing Dept. (Ticket Sales Coord)
 - Date of launch
 - Link to SGT page
 - c. **Group/Corporate/Sales-** Sales (Sales Director) & Sales Liason
 - Venue Information
 - Cycle Information
 - Group Dates (CFN, FFN, GSSD, Scouts)
 - Renewal Information and/or New Sales

- d. **Retail**- Retail (Retail Managers & Pam)
 - Item features
 - Store Hours
 - Location announcements
- e. **Baseball**- Marketing Dept. (Broadcaster)
 - Game information
 - Player Features
 - League Features
 - Affiliate Information
 - Player/Coach Human Interest Stories
- f. **Upcoming Promos**- Marketing Dept. (Ticket Sales Coord)
 - Homestand Information
 - Focus on upcoming promotions (TT, Fireworks, Dollar Dogs)
- g. **Open**- All departments that have a need
 - Press Releases
 - Community Relations
 - Community Events
 - Catering
 - Human Interest Stories

11. Graphic Designer to create a “Media Wall Request Form” to be filled out and submitted by parties responsible for placing content on media walls weekly.
12. General Managers to monitor media wall on a weekly basis to ensure fresh content.
13. Build and implement “Around the Horn” section of website to feature more standard information not otherwise found in the media wall. “Around the Horn” feature to be monitored by Graphic Designer who will work directly with team General Manager to update monthly.
14. Continue to update game stories nightly with picture of applicable player (may be done via media wall)
15. Continue “Monty’s/Luggies Moments” program utilizing “Moments Photographer” to upload on game by game basis.
16. Constantly look for new material to feature (wall papers, updates, player profiles, etc.)

Develop a further understanding of how the website is being utilized by monitoring hits, page views and ticket/retail sales.

17. Keep monthly records of total number of website hits to the actual site and monitor individual pages to identify which pages are most and least utilized

18. Distribute monthly reports and analysis of website usage to ownership, GM's and appropriate department heads.
19. Hold an annual review in August of each year with department heads and ownership to get their views of website plan and success.

OBJECTIVE: To sell out the MAX Capital City Classic.

STRATEGIES:

- Create awareness and continued branding of the game by utilizing a custom MAX Capital City Classic logo in all appropriate mediums.
- Create priority ticket sales period for our best (current) customers.
- Generate awareness and ticket sales of game via media partnerships.
- Generate awareness and ticket sales by utilizing paid advertising.
- Increase awareness and ticket sales by utilizing in-house advertising mediums.
- Increase awareness of game and ticket sales by utilizing our public relations efforts.

TACTICS:

Create awareness and continued branding of the game by utilizing a custom MAX Capital City Classic logo in all appropriate mediums.

1. Work with Graphic Designer to make sure the MAX Capital City Classic is in the following mediums: Pocket Schedules, Magnet Schedules and Magazine Ad.
2. Continue to analyze other mediums and place the MAX Capital City Classic logo when appropriate.

Create priority ticket sales period for our best (current) customers.

3. Renewals- Place the MAX Capital City Classic priority ticket opportunity in the following mediums: mailers, emails, online order form, telemarketing and regular order forms via front office or Eastdale Mall Biscuit Basket.
4. New Sales- Place the MAX Capital City Classic priority ticket opportunity in the following mediums: emails, online order form and regular order forms via front office or Eastdale Mall Biscuit Basket.
5. Group Leaders- Allow group leaders to order MAX Capital City Classic tickets when purchasing group tickets.
6. All Ticket Holders- **Send one (1) email** for all season ticket holders to advertise that MAX Capital City Classic Tickets are still available for them before the

general public. Will have all ticket holders go through Ticket Return to order.
Note: We sent 2 in 2009 in which only 4 accounts took advantage.

- a. Email
 - i. Drop Date: January 26, 2010
 - ii. Piece: Email including MAX Capital City Classic game details and an option to purchase MAX Capital City Classic tickets before they go on sale to the public on Feb. 1, 2010.
7. Last Year's Event Attendees- Send one (1) email announcing 2 day priority period for last year's MAX Capital City Classic attendees to purchase tickets two days prior to tickets going on sale to the general public.
 - a. Email
 - i. Drop Date: January 28th, 2010
 - ii. Piece: Email to promote "Special Opportunity" and include MAX Capital City Classic game details.
8. Post link to ticket return on Facebook & Twitter pages, allowing followers to purchase MAX Capital City Classic tickets before they go on sale to the public. Open link for 3 days leading up to launch (January 29, 30, 31)

Generate awareness and ticket sales of game via media partnerships.

9. WSFA- Partner with WSFA to promote the game and our partnership in the following ways: **Elements Tentative pending finalization with WSFA 12.*
 - a. Schedule two (2) promotional flights with WSFA.
 1. First Promotion- Ticket launch
 - a. Ticket Launch Date: February 1, 2010
 - b. Flight Dates: February 1 – 5, 2010
 - c. Objectives:
 - i. To let fans know the first day they can buy tickets.
 - ii. Get fans to purchase tickets via website, phone and box office.
 - d. Promotional Elements: On-air trivia contest, live read, and website feature.
 2. Second Promotion- Game Promo
 - a. Game Date: March 9, 2010
 - b. Flight Dates: March 2 – 8, 2010
 - c. Objectives:
 - i. Get fans to purchase tickets via website, phone and box office.
 - ii. To sell out game.

- d. Promotional Elements: On-air trivia contest, live reads, pre-recorded spot schedule, website feature, and live remote interview on March 8, 2010.
 - b. Significant promotional spot schedule will take place from February 22 – March 8, 2010 with two (2) guaranteed spots air everyday and three (3) to four (4) unsold spots that we can pick up. Spots will be produced by WSFA with creative direction from the Biscuits.
 - c. WSFA will place Reminders one week prior to game (March 3 – 9, 2010) that will end each sportscast with a reminder about the MAX Capital City Classic game.
 - d. Today in Alabama First Pitch Forecast on March 8 and 9, 2010 in one (1) weather segment per hour.
 - e. Biscuits will give WSFA the following perks based on partnership agreement to maximize brand exposure and recognize and reward clients & employees:
 - i. Maximize Brand Exposure
 1. WSFA 12 promoted as an official media partner of the game with their logo included on all MAX CCC sales materials as applicable.
 2. Will be featured on www.maxcapitalcityclassic.com including information on broadcast/web cast and broadcaster bios that will link to www.wsfa.com.
 3. Will have a :30 pre-game scoreboard commercial and logo featured on LED's during the game.
 4. Will have "Game Time Temperature" to be featured just prior to first pitch of game including their logo on the scoreboard and LED's.
 5. In-game 1:30 commercial played between one half innings.
 6. Receive two (2) half innings of exposure via LED's.
 7. Logo (Sports Radio 740) will be featured on 2,000 customized baseballs with MAX CCC logo and game date given to the first 2,000 fans.
 - ii. Recognize and Reward Clients & Employees
 1. One (1) first pitch opportunity designated by WSFA 12.
 2. Receive twenty (20) MAX CCC box seats tickets.
 3. Receive four (4) MAX CCC executive club tickets.
 4. Receive ten (10) tickets to their annual suite.
10. Cumulus- Partner with Cumulus to promote the game and our partnership in the following ways: **Elements Tentative pending finalization with Cumulus.*

- a. Cumulus will provide two promotions both will air on all stations for the seven (7) days of the promotions. Forty (40) spots per station to air BTA per promotion.
 - 1. First Promotion- Ticket launch
 - a. Ticket Launch Date: February 1, 2010
 - b. Flight Dates: Feb. 1 – 7, 2010
 - c. Objectives:
 - i. To let fans know the first day they can buy tickets.
 - ii. Get fans to purchase tickets via website, phone and box office.
 - d. Promotional Elements: TBD contest, live read, pre-recorded spot schedule and website feature.
 - 2. Second Promotion- Game Promo
 - a. Game Date: March 9, 2010
 - b. Flight Dates: March 2 – 9, 2010
 - c. Objectives:
 - i. Get fans to purchase tickets via website, phone and box office.
 - ii. To sell out game.
 - d. Promotional Elements: TBD contest, live read, pre-recorded spot schedule, website feature and live remote on March 9, 2010.
- b. Significant promotional spot schedule will take place from February 15 – March 19, 2010 across all Cumulus Stations. Spot will be produced by Cumulus with creative direction from the Biscuits.
- c. Cumulus will have a MAX Capital City Classic button on all of their stations' websites linking to www.maxcapitalcityclassic.com from Feb. 1st– March 9th.
- d. Sports Radio 740 will conduct live interviews or produce information segments per week from Feb. 1st – March 9th dedicated to MAX Capital City Classic on their morning show.
- e. Biscuits will give Cumulus the following perks based on partnership agreement to maximize brand exposure and recognize and reward clients & employees:
 - i. Maximize Brand Exposure

1. Cumulus promoted as an official media partner of the game with their logo included on all MAX CCC sales materials as applicable.
2. Will be featured on www.maxcapitalcityclassic.com including information on broadcast/web cast and broadcaster bios that will link to www.wsfa.com.
3. Will have a :30 pre-game scoreboard commercial and logo featured on LED's during the game.
4. Cumulus personalities will have the opportunity to lead the crowd in a "fight song" sing off. Will have one Alabama and Auburn personality leading. Will have appropriate station logos on LED's & scoreboard.
5. In-game 1:30 commercial played between one half innings.
6. Receive two (2) half innings of exposure via LED's.
7. Logo (Sports Radio 740) will be featured on 2,000 customized baseballs with MAX CCC logo and game date given to the first 2,000 fans.

ii. Recognize and Reward Clients & Employees

1. One (1) first pitch opportunity designated by Cumulus.
2. Receive twenty (20) MAX CCC box seats tickets.
3. Receive four (4) MAX CCC executive club tickets.
4. Receive ten (10) tickets to their annual suite.

11. Montgomery Advertiser- Partner with Montgomery Advertiser to promote the game and our partnership in the following ways: ***Tentative pending confirmation with the Montgomery Advertiser.**

- a. Montgomery Advertiser will provide the following ads:
 - i. ½ Ad on February 7th, 14th, 21st and March 7th, 2010
 - ii. Full Page Ad on February 28th, 2010
 - iii. Powerstrips on March 5th, 6th, 7th, 8th, and 9th, 2010
 - iv. Special Section Wrap on March 7th, 2010
 - v. Presence on website for two weeks leading up to event
- b. Biscuits will give Montgomery Advertiser the following perks based on partnership agreement to maximize brand exposure and recognize and reward clients & employees:
 - i. Maximize Brand Exposure
 1. Montgomery Advertiser promoted as an official media partner of the game with their logo included on all MAX CCC sales materials as applicable.
 2. Will be featured on www.maxcapitalcityclassic.com
 3. Pre-Game "Choose To Know" fun facts rotating with logo
 4. In-game trivia promotion presented by Montgomery Advertiser

5. Receive two (2) half innings of exposure via LED's.
6. Game day paper distribution
- ii. Recognize & Reward Clients & Employees
 1. Four (4) Executive Club Tickets
 2. Ten (10) Tickets in Annual Suite for event

Generate awareness and ticket sales by utilizing paid advertising.

12. Outdoor- Utilize the following outdoor boards in the Montgomery area:

- a. Digital Boards- Utilize 5 digital boards in Montgomery and Prattville from Feb. 1 – March 9

13. Facebook- Purchase Facebook Advertising

- i. **Message:** 2nd Annual MAX Capital City Classic (Photo) – Riverwalk Stadium - Alabama vs. Auburn – March 9th @ 6:30pm. Click here to buy and print your tickets.
- ii. **Destination:** Ticket Return website
- iii. **Type of Ad:** Pay per Click
- iv. **Target 1:** 9,340 people
 - who live in and within 25 miles of Montgomery
 - age 18 and older
 - who are a graduate of Auburn or Alabama
 - **Suggested Cost:** 0.71 per click (max click price) at \$75 max per day = estimate of 92 clicks per day
 - **Suggested Dates:** March 1-5 (5 days)
 - **Budget:** \$375.00
- v. **Target 2:** 5,340 people
 - who live in and within 25 miles of Montgomery
 - age 18 and older
 - who list Auburn Tigers or Alabama in profile likes
 - **Suggested Cost:** 0.71 per click (max click price) at \$75 max per day = estimate of 92 clicks per day
 - **Suggested Dates:** March 1-5 (5 days)
 - **Budget:** \$375.00

Increase awareness and ticket sales by utilizing in-house advertising mediums.

14. MAX Capital City Classic Website- Utilize this separate website to sell tickets, obtain an email database for people that are interested in tickets, obtain contact information for people that are interested in groups for this game, sell merchandise and give directions for how to get to Riverwalk Stadium. **Update website by December 1, 2009.**

- a. New Wallpaper Options
- b. Schedule of ticket sales dates & ticket prices

- c. Convert 2009 photos into Photo Gallery (and load new pics)
- d. Update MAX Moments area
- e. Updated rosters & links to team sites

15. Email- Send 6 emails to promote and sell MAX Capital City Classic tickets.

- a. Send 6 emails out to both the MAX Capital City Classic and Master Email Database. (*Email content is subject to change*)
 - i. Ticket Launch on February 1, 2010
 - 1. Sent Date: February 1, 2010
 - 2. Creative:
 - a. MAX Capital City Classic on Sale NOW! Click to buy!
 - b. Recap the 2009 event highlighting what a great event it was
 - ii. Alabama & Auburn Team Recaps (or availability highlight)
 - 1. Sent Date: Feb 9, 2010
 - 2. Creative:
 - a. Team Recap Feature
 - b. MAX Capital City Classic Tickets Still Available! Buy Online NOW!
 - c. What seats are still available?
 - iii. Coaching Staff Feature
 - 1. Sent Date: Feb 16, 2010
 - 2. Creative:
 - a. Story about Auburn & Alabama coach
 - b. Tickets still available
 - c. What seats are still available?
 - iv. Entertainment/Fun
 - 1. Sent Date: Feb 23, 2010
 - 2. Creative:
 - a. Mascots, Cheerleaders, Bands, etc.
 - b. Purchase tickets now!
 - c. What seats are still available?
 - v. Last Chance
 - 1. Sent Date: March 2, 2010
 - 2. Creative:
 - a. Story about Auburn players
 - b. One week left to purchase MAX Capital City Classic Tickets!
 - c. What seats are still available?

- vi. Game TOMORROW (Free Baseball Giveaway)
 - 1. Sent Date: March 8, 2010
 - 2. Creative:
 - a. MAX Capital City Classic Game is Tomorrow! Tickets still available! Click to buy online NOW!
 - b. Run down of the game, what we offer i.e. free baseball giveaways.

16. Website- We will have a total of two different messages on our homepage advertising this game.

- a. MAX Capital City Classic Button on Biscuits Homepage
 - i. Placement Date: January 15th, 2010
 - ii. Creative: MAX Capital City Classic logo on the Biscuits homepage that links to www.maxcapitalcityclassic.com.
- b. Ticket Launch
 - i. Placement Date: February 1, 2010
 - ii. Creative: Single Game MAX Capital City Classic Tickets on Sale NOW! Click to buy online NOW!
- c. 10 day countdown until MAX Capital City Classic Game
 - i. Placement Date: February 29, 2010- March 9, 2010
 - ii. Creative: 10 (*number subject to change pending day*) Days until the MAX Capital City Classic Game! Limited Tickets Still Available! Click here to buy online NOW for Best Seats!
- d. Game Today
 - i. Placement Date: March 9, 2010
 - ii. Creative: Last Chance to buy MAX Capital City Classic Tickets! Game Tonight! Only Lawn Tickets Available! Order online NOW so You Don't Miss Out! (or SOLD OUT)

17. Season Ticket Booklet- Place an ad in the Season Ticket Holder Booklet that is in their package. They will receive this package in mid March after the 2010 game.

Increase awareness of game and ticket sales by utilizing our public relations efforts.

18. Launch- On February 1, 2010 we will launch single game tickets for the MAX Capital City Classic to the public via ONLY website advertising in the following ways:

- a. Interview on WSFA and Cumulus Stations.

19. Press Releases- Create press releases on the following dates and with the appropriate information:

- a. Write and distribute tickets going on sale to the public by Jan. 15, 2010
- b. Other press releases TBD.

20. Alumni Associations & Clubs- Contact the Alumni Associations at both Universities to discuss opportunity for large Alumni Event or Alumni Communication opportunities (discuss approach with Sherrie)

- a. University of Alabama Alumni Development Office ((205) 348-5963)
- b. University of Alabama Alumni Chapters
 - i. <http://alumni.ua.edu/ChapterWebsites.html#Alabama> for a complete listing of Chapters by County
- c. Auburn University Office of Alumni Affairs (334) 844-ALUM (2586)
- d. Auburn Club (do not have to be Alumni to be a member)
 - i. <http://www.auburnclub.com/alabama.html> for a complete listing of Clubs by City