

**SYRACUSE CRUNCH
SALES DECK**

DAIRY QUEEN

By: Erin Mayk

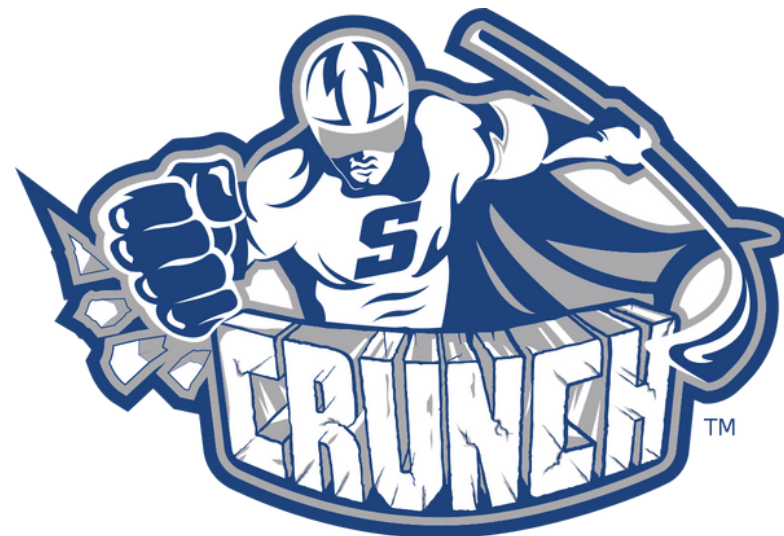


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CRUNCH BACKGROUND

- Minor league affiliate for the Tampa Bay Lightning
- Currently in their 29th season in Syracuse
- Play in the Upstate Medical University Arena
 - Located in downtown Syracuse
- Currently 4th in the North Division of the AHL
- Head coach: Benoit Groulx
- Owner & President: Howard Dolgon



UPSTATE MEDICAL UNIVERSITY ARENA, ONCENTER WAR MEMORIAL



5,800

Hockey Capacity

71

Years Open

4,333

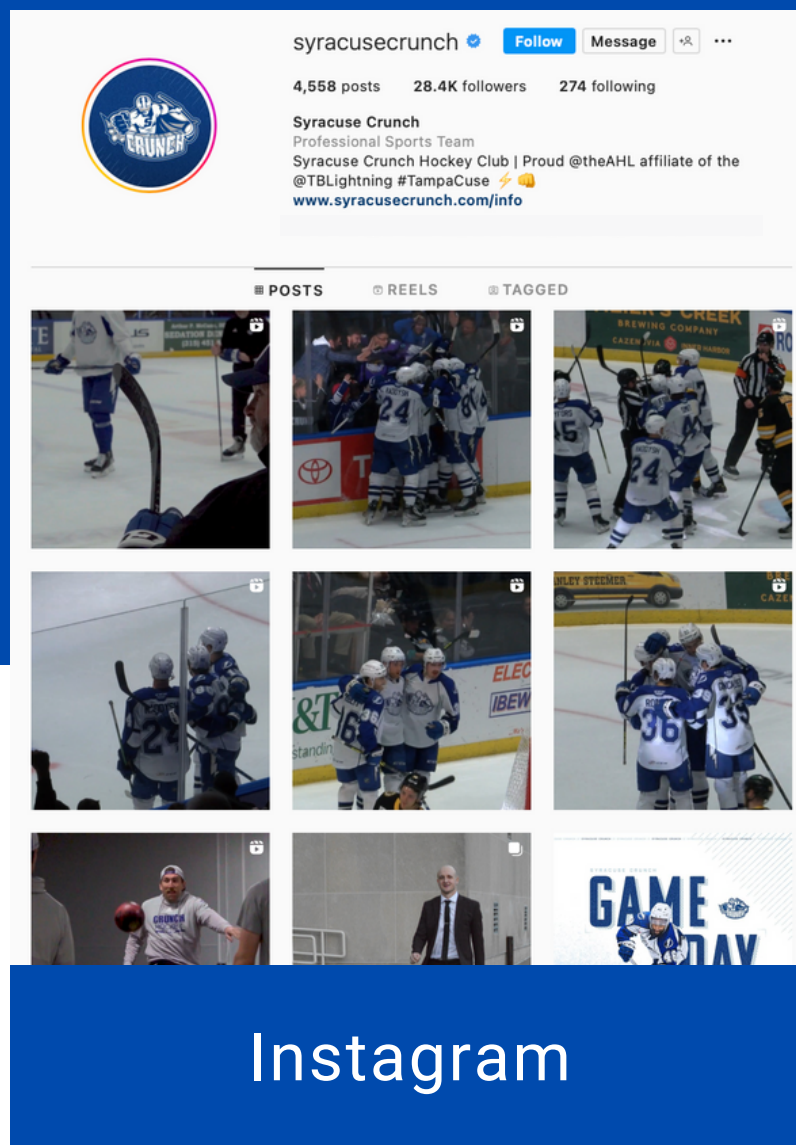
Average attendance
for the 2021-22 season

6

Suites

- Play at the Upstate Medical University Arena at the Oncenter War Memorial
- Do not own the building; are just tenants
- Arena was placed on the National Register of Historic Places in 1988
- In 2019, Upstate Medical University and the Crunch announced an 11-year naming rights and sponsorship deal

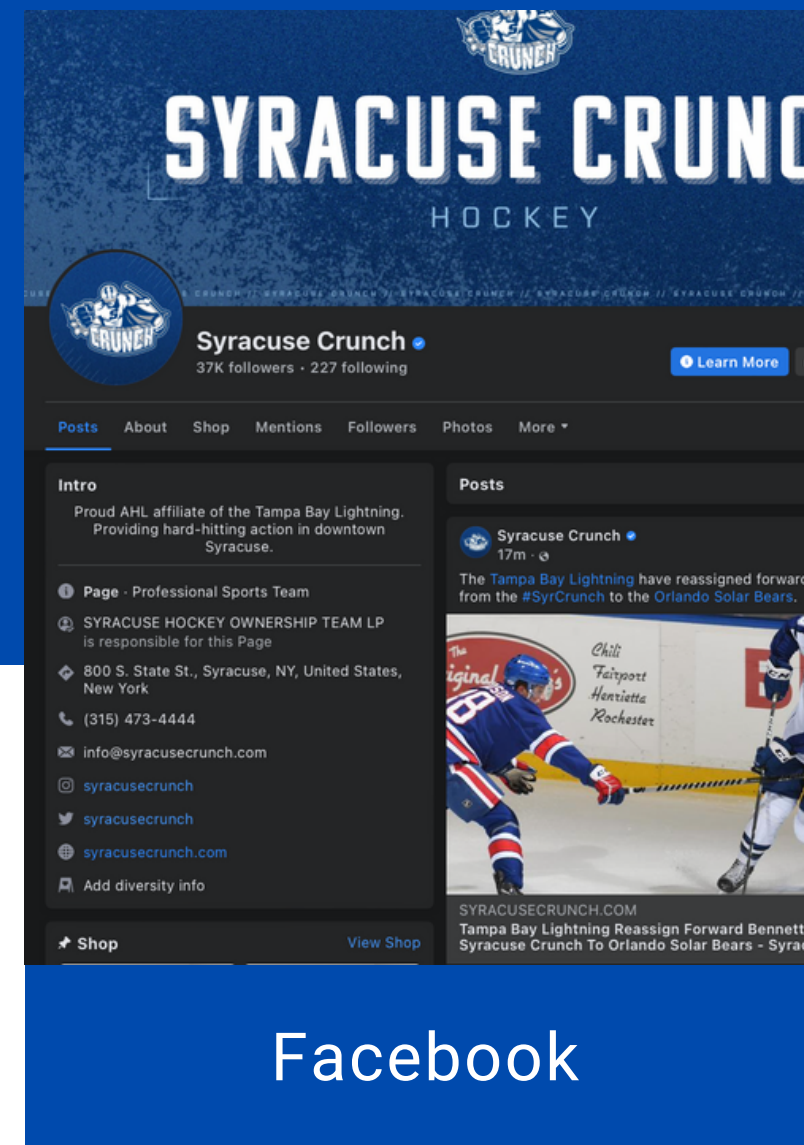
ARENA FIGURES



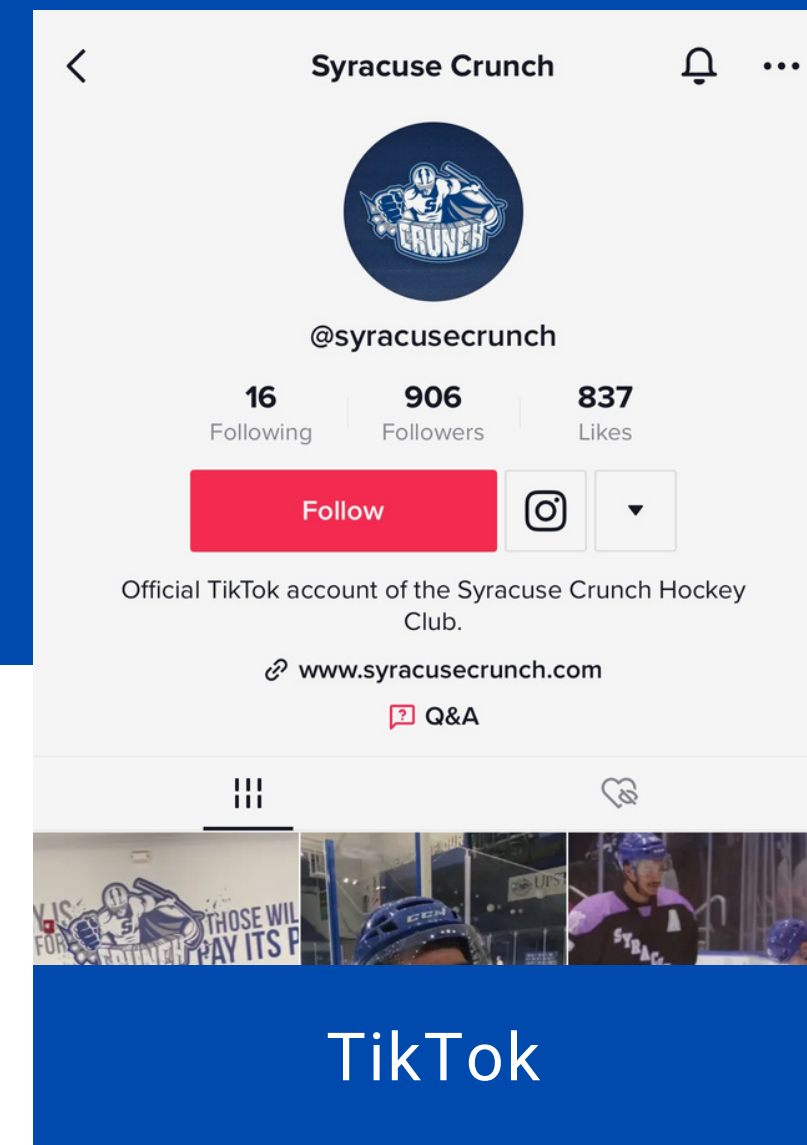
28.4k followers



31.6k followers



28.4k followers



906 followers

SOCIAL MEDIA

The Crunch have an active presence on social media, with strong followings on all of their platforms. Their Twitter account has the highest following of their account, with TikTok being the platform in which they have the most room to grow.

Current **PARTNERS**

A look at some of the Syracuse Crunch's current corporate sponsors.



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COMMUNITY CAUSE

- Dairy Queen's Miracle Treat Day is July 28th. On this day, Dairy Queen donates \$1 for every blizzard purchased to a Children's Miracle Network Hospital in the local area
- On the next Miracle Treat Day, the Dairy Queen in Cicero will feature a "Syracuse Crunch" blizzard, with Nestle Crunch candy, on their menu
- For every "Syracuse Crunch" blizzard purchased on this day, the Syracuse Crunch will donate \$5 to Upstate Golisano Children's Hospital, the local Children's Miracle Network Hospital in Syracuse
- Upstate Golisano is already an exclusive partner of the Syracuse Crunch
 - This activation will both create a connection between the Syracuse Crunch and Dairy Queen, as well as strengthening the existing relationship between the Crunch and Upstate Golisano Children's Hospital

July 28, 2023

Miracle Treat Day

"Syracuse Crunch" Blizzard

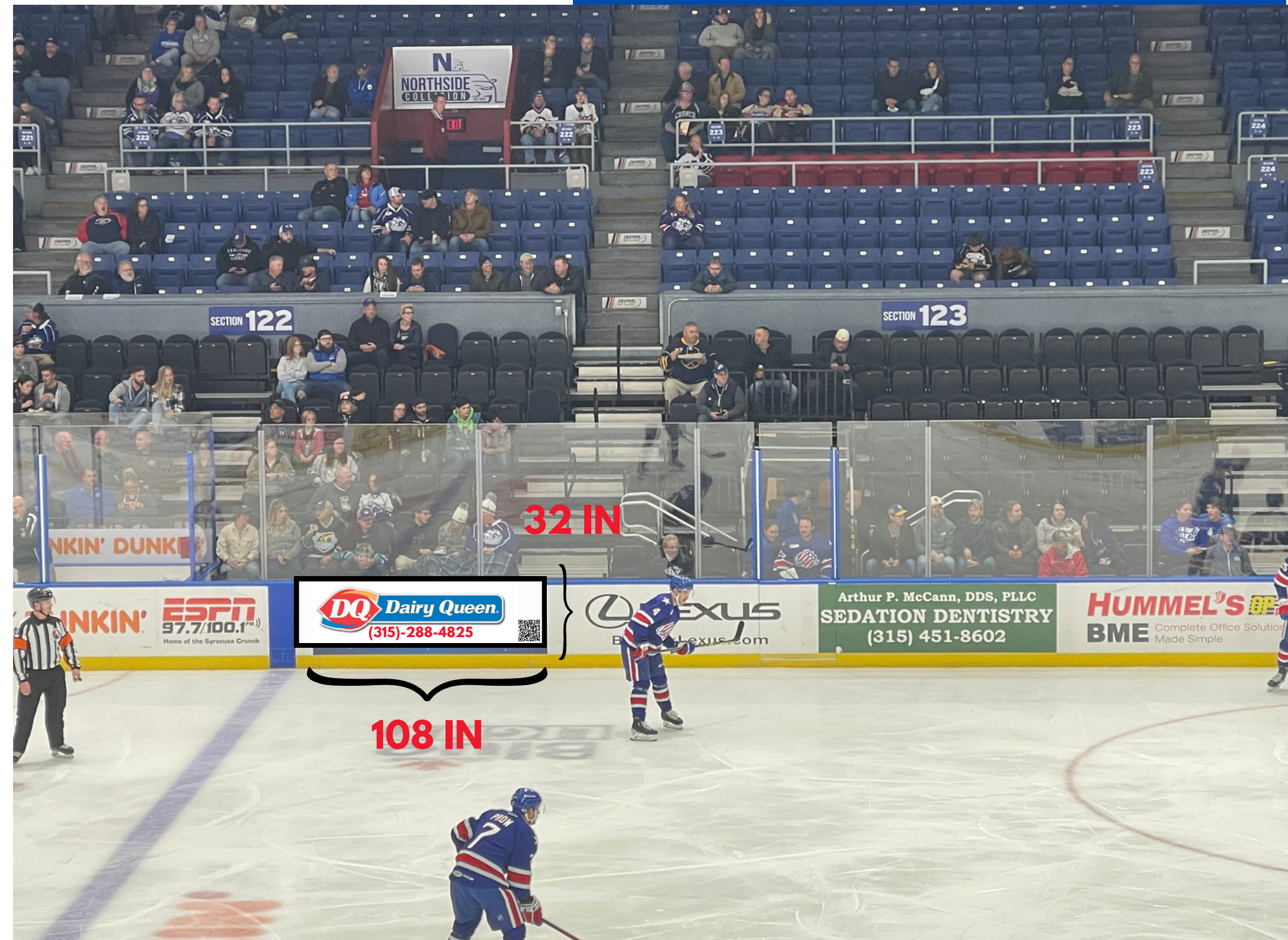


**Miracle
Treat Day**
Thursday, July 28



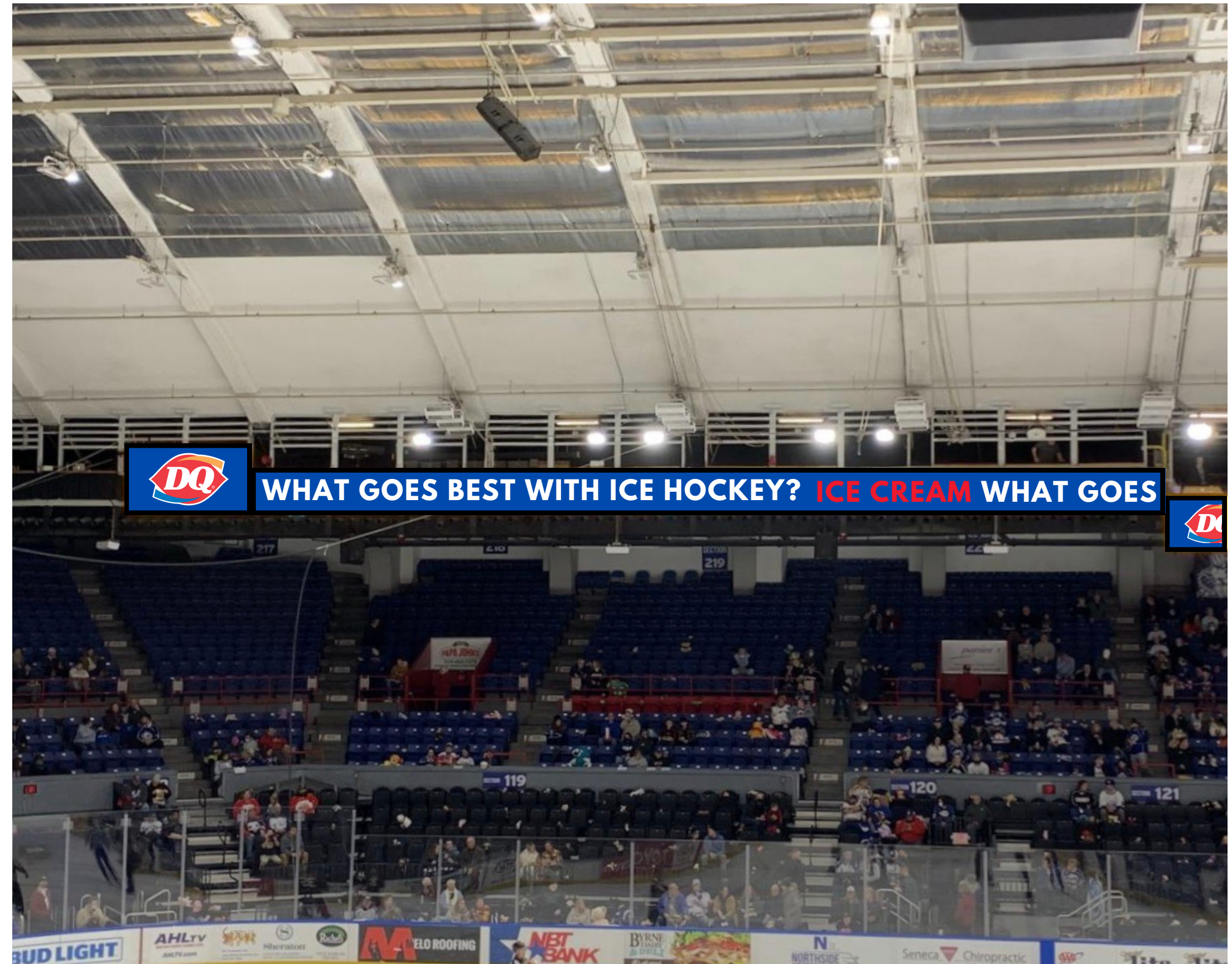
TV-VISIBLE SIGNAGE

- Dasher board located almost directly at center ice
 - This will increase the visibility of both fans in the arena and fans watching on TV
 - It's central location will assure a further reach
- Dimensions: 108 x 32 inches
- Board will be white to try to minimize chipping when hit by a puck
- QR codes have become increasingly present in advertising, so one is featured in the bottom right-hand corner
 - This code takes the scanner to the Cicero, NY Dairy Queen's website to find out more information about store hours and ordering online
- Will be in the arena for the entire 2023-24 season



INTERIOR SIGNAGE

- Branded sign on the ribbon board
- The connection between the words ice hockey and ice cream will draw a positive association
- Dairy Queen's mission statement is "to create positive memories for all who touch DQ"
 - As a sports team, the Crunch are also trying to create a positive memories and experience for their fans
- The missions of each brand align well to create this Dairy Queen ribbon board



SEAT ROW GIVEAWAY

- At the December 23rd Crunch game, the Crunch and Dairy Queen will surprise one lucky row at the game with a co-brandable \$5 DQ holiday gift card
 - This gift card will be redeemable at the Cicero Dairy Queen location
- As the lucky row is receiving the gift card, the video large video screen will show the winners
 - During this time, the Dairy Queen ribbon banner will be projecting the "What goes best with ice hockey?" activation to inspire fans in the crowd who didn't receive the gift card to still go to the Cicero Dairy Queen after the game

PROMOTION/ SWEEPSTAKES



SOCIAL MEDIA

"Coldest Play of the Game" Presented by Dairy Queen



- Dairy Queen will sponsor a highlight video, posted the day after every game day
- Highlight post will be called "Coldest Play of the Game," a play on the fact that Dairy Queen is a frozen treat
- The sponsored posts will be featured on Twitter
 - Twitter account has the highest following of all of their social media platforms
- There are other sponsored recap posts on their Twitter, such as the "One Group Insurance Goal of the Game" and "Wendy's Winfographic"
- However, a play of the game video that can feature either offensive or defensive plays opens Dairy Queen up to a higher chance of visibility and posting frequency
 - Regardless of if they score each game or not, a "coldest play of the game" clip can be posted

HOSPITALITY

- Dairy Queen prioritizes veterans as another one of their community causes, currently offering veterans 10% any time they visit Dairy Queen. The Crunch also have a season-long veterans discount, ensuring a \$19 discounted ticket for all veterans.
- To further elaborate on both of these organization's initiatives, the Syracuse Crunch will have a Military Appreciation Night, which they normally have once a season. However, this upcoming season's will be different with a Dairy Queen partnership.
- The Syracuse Crunch have 6 suites, and 3.5 are sold for this year.
- Next year, on the Military Appreciation Night, Dairy Queen will buy 3 suites for the game for veterans and their families
 - In these suites will be a cooler filled with signature Dairy Queen frozen treats for the families to enjoy



MILITARY APPRECIATION
NIGHT WITH DQ

PROMOTIONAL ITEM GIVEAWAY

- The Crunch play the Rochester Americans on December 23. To celebrate the holiday season, the Crunch will hand out a Christmas poster, co-branded with Dairy Queen.
 - The faces of the children will be Crunch players
 - The face of Santa will be Benoit Groulx, their head coach
 - The ornaments on the tree will be blizzards.
- Each fan will get one poster when they enter the arena, and it will be a fun and memorable way to wish their fans a happy holidays.



DQ'S BLIZZARD SHOOT OUT



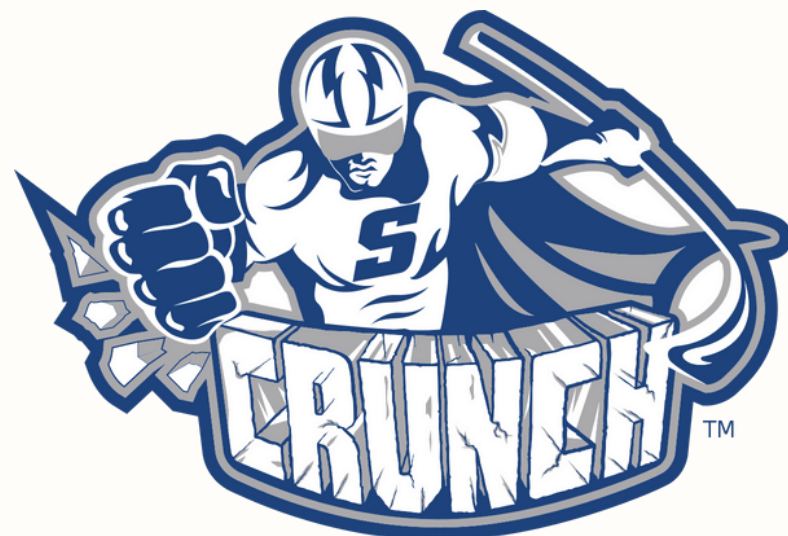
ON-ICE PROMOTION

DQ's Blizzard Shoot Out

- The Syracuse Crunch will implement a "Students Night" for one game during their regular season, with discounted tickets for local students.
- At this game, The Oswego High School's boys ice hockey team will be invited to the ice between the 2nd and 3rd period for a "Blizzard Shoot Out."
- The first player who can shoot the puck and hit the blizzard cup in one of the corners of the goal will receive a \$10 Dairy Queen gift card and a Syracuse Crunch beanie hat.

THANK YOU!

SYRACUSE CRUNCH X
DAIRY QUEEN



CONTACT ME

eemayk@syr.edu
484-639-2099

