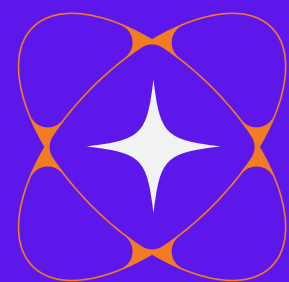


seattle suns



Presented by LMC Marketing Agency

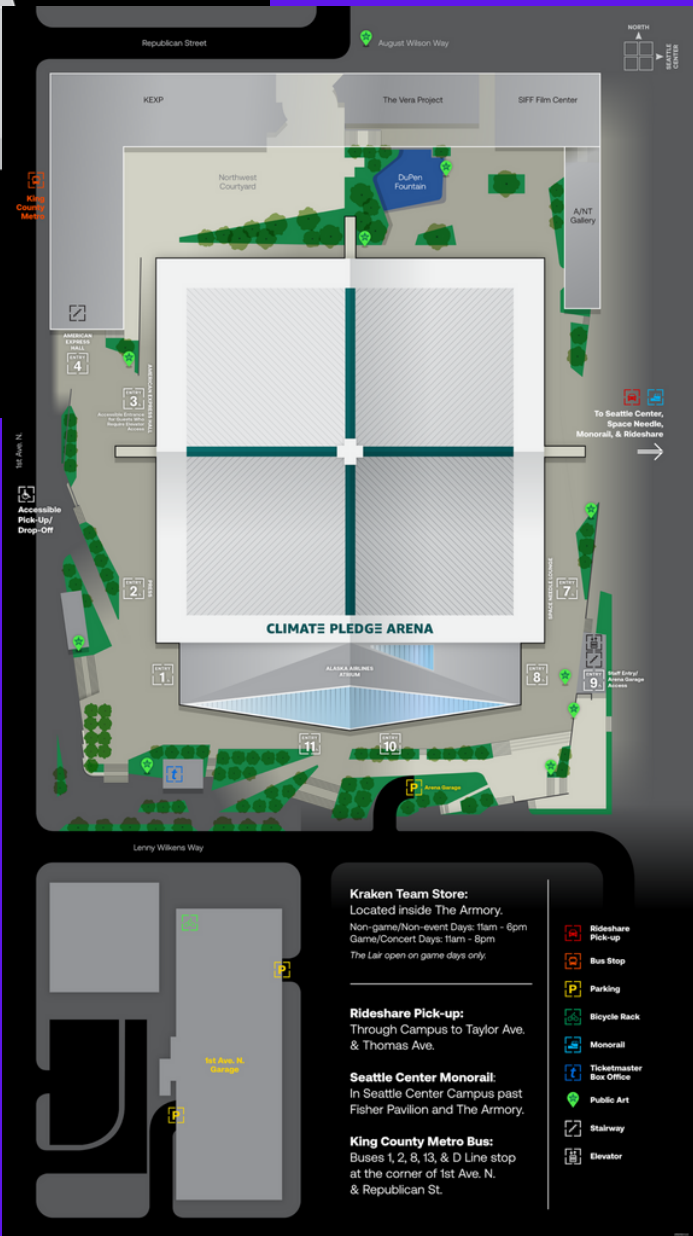
WHO ARE WE?

Seattle Suns

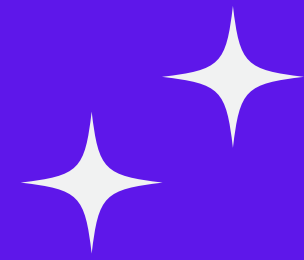
We are a G-League basketball team located in Seattle, Washington. Our goal is to bring fans of sport together through watching future stars in the making. We pride ourselves on serving our players, staff and community to the fullest while honoring tradition and embracing innovation in the game of basketball. Our mission statement is to provide the finest in sports, entertainment and community leadership.

Suns Up In Seattle !

Practice, Games, Rehabilitation
and all of athletic
meetings/needs will take place
at Climate Pledge Arena

[illegible]

BRAND IDENTITY



Community Oriented

love for the city, casual, calm, chill
environment for fans to watch a game

How?

We would do this by promoting stores and shops from
seattle area as a sponsor for certain games where they
would sell their food during the game in order to help
them gain exposure

Why?

Would be effective because residents
of Seattle have strong community ties
and love local shops/stores etc.

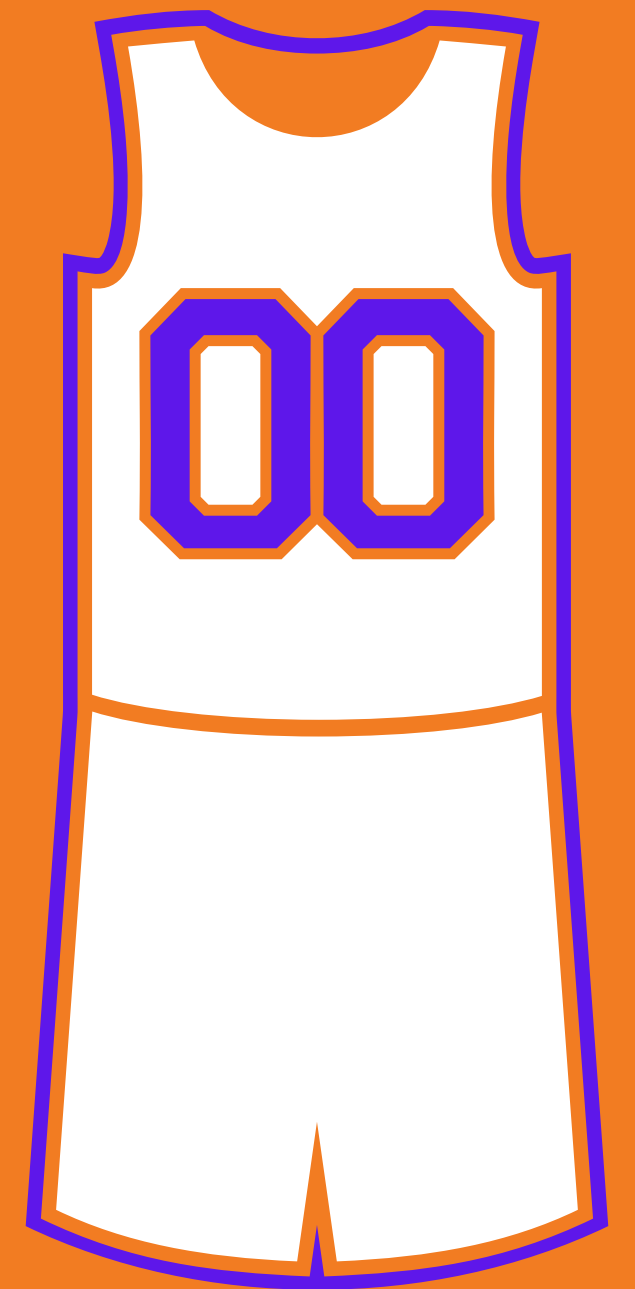
BRAND IDENTITY

Logos:



BRAND IDENTITY

Jersey Mock ups



SWOT ANALYSIS

Strengths

Strong sports community, easily recognizable brand, community oriented, international airport

Weaknesses

Chances of overlap from other professional sports in the area is common, activist stauts in the area

Opportunities

Community engagement is key, focus on upcoming talent just like the team does

Threats

Weather issues, and previous issues (OKC Thunder Relocation)



Target Market

Who are we looking at and why?
Who is our customer base and why
are we marketing to them?



Cherry

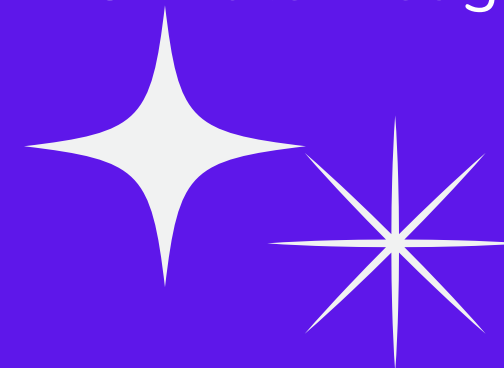
Cherry is a 30 year old single mother of two kids. She is often working long hours during the week and has a nany care for her two boys. On the weekends she like to take her sons to explore new things to do in Seattle. Both boys are under the age of 12 and love to watch and play sports with thier friends. Cherry is interested in getting the hoys involved in sports buts does not know much about them

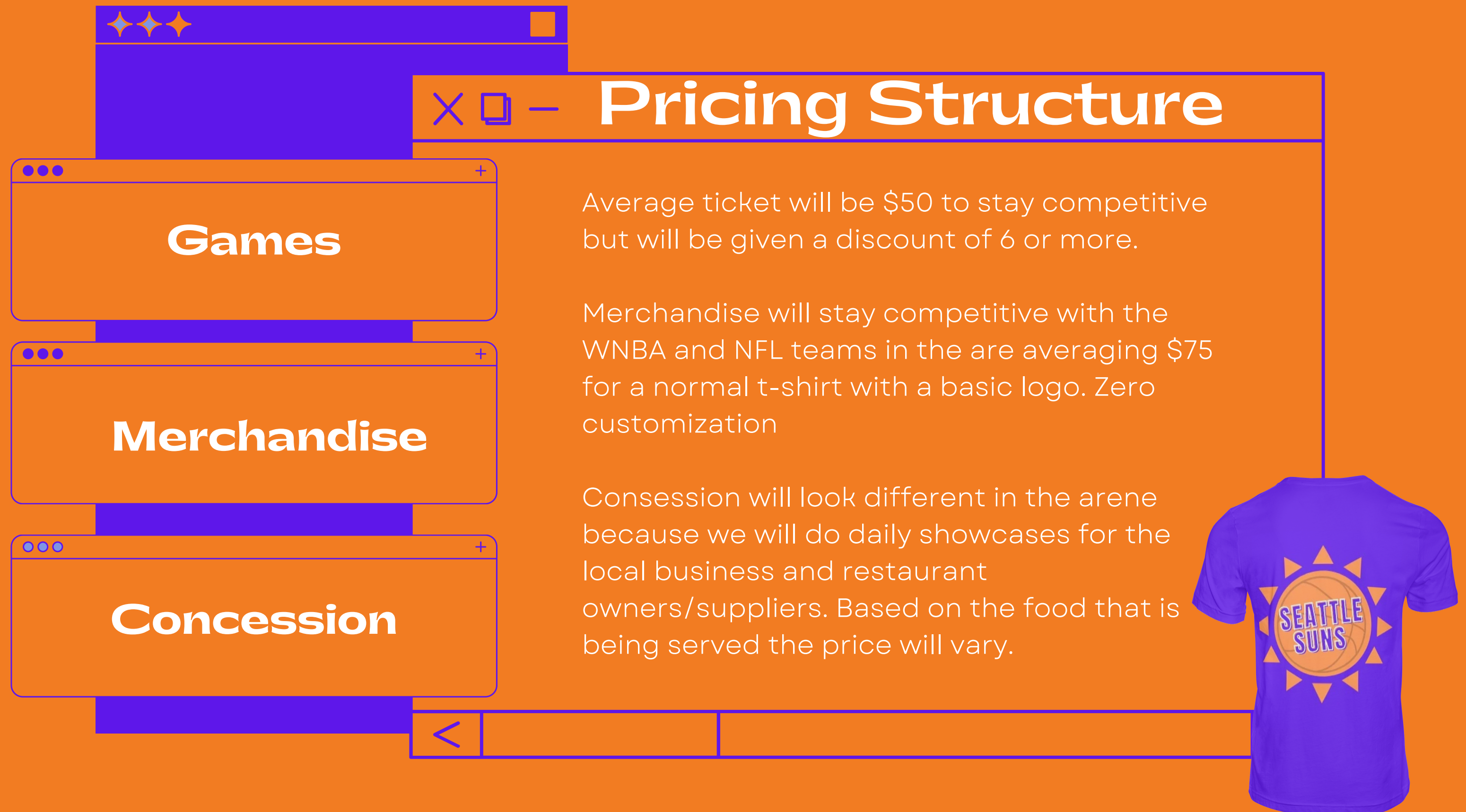
Mark

Mark is married with no kids. He spends the majority of free time with his guy friends at bars watching various sporting events. While he does not have a favorite team he likes to watch good teams and keeps up with the draft stauts of new players and current trades. When Mark hangs out with his wife Lisa they liek to go out and do new things, such as see shows at the theater, visit art exhibits and habe been intretesed in going to a seahwks game. Lisa played basketball in college and is a huge fan and often enjoys watching the WNBA games wheneber they are streamed.

Target Market

Personas of potential customers that we are targeting. As a family friendly, relaxed and calm environment we want to make sure there is a place for everyone to call Climate Pledge Arena thier home





☒ ☐ ■ BECU Credit Union ★

We choose BECU, a non profit credit union, as a local sponsors because of its committment to Seattle and its customers. They commend themselves on being loyal and doing everything they can do for their customers.

The logo for BECU Credit Union, featuring the letters B, E, C, and U in white, separated by vertical bars, on a red background.

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☒ ☐ ■ UW Medicine ★

Currently, UW Medicine is ranked #1 in the state of Washington, they are one of the biggest researching hospitals in America, and have the highest cure rate. This is a great opportunity for the Suns to partner with them for their medical needs.

The logo for UW Medicine, featuring the text "UW Medicine" in white serif font on a dark blue background.

☒ ☐ ■ Starbucks ★

Starbucks is an American classic, and its coffee speaks for itself. Since Seattle is where Starbucks originally began, it makes sense to have them as a sponsor for the Suns.



Positoning Maps

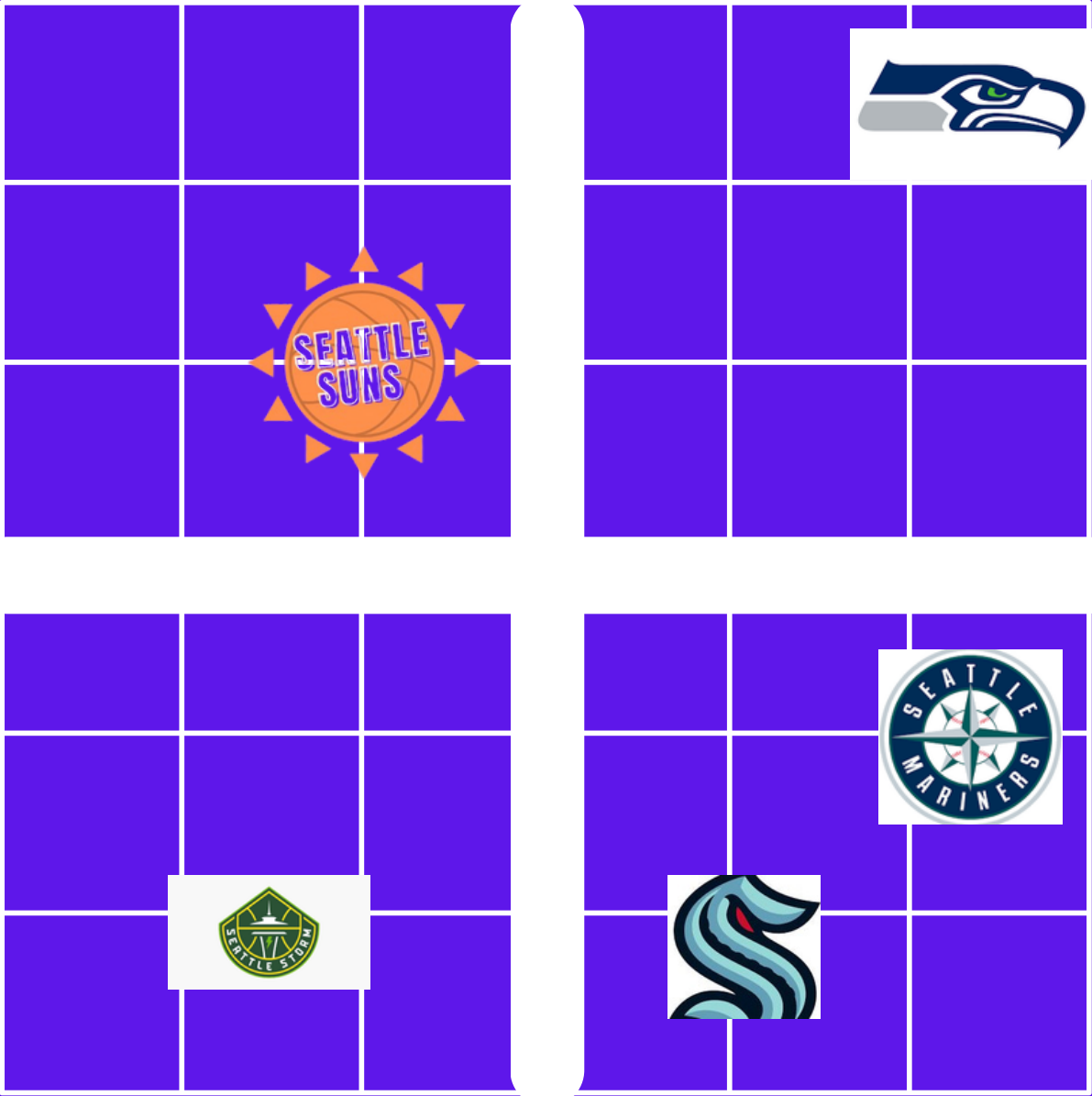


Where is your company currently at? Visualize with a graph to highlight important developments.

Competition

Price

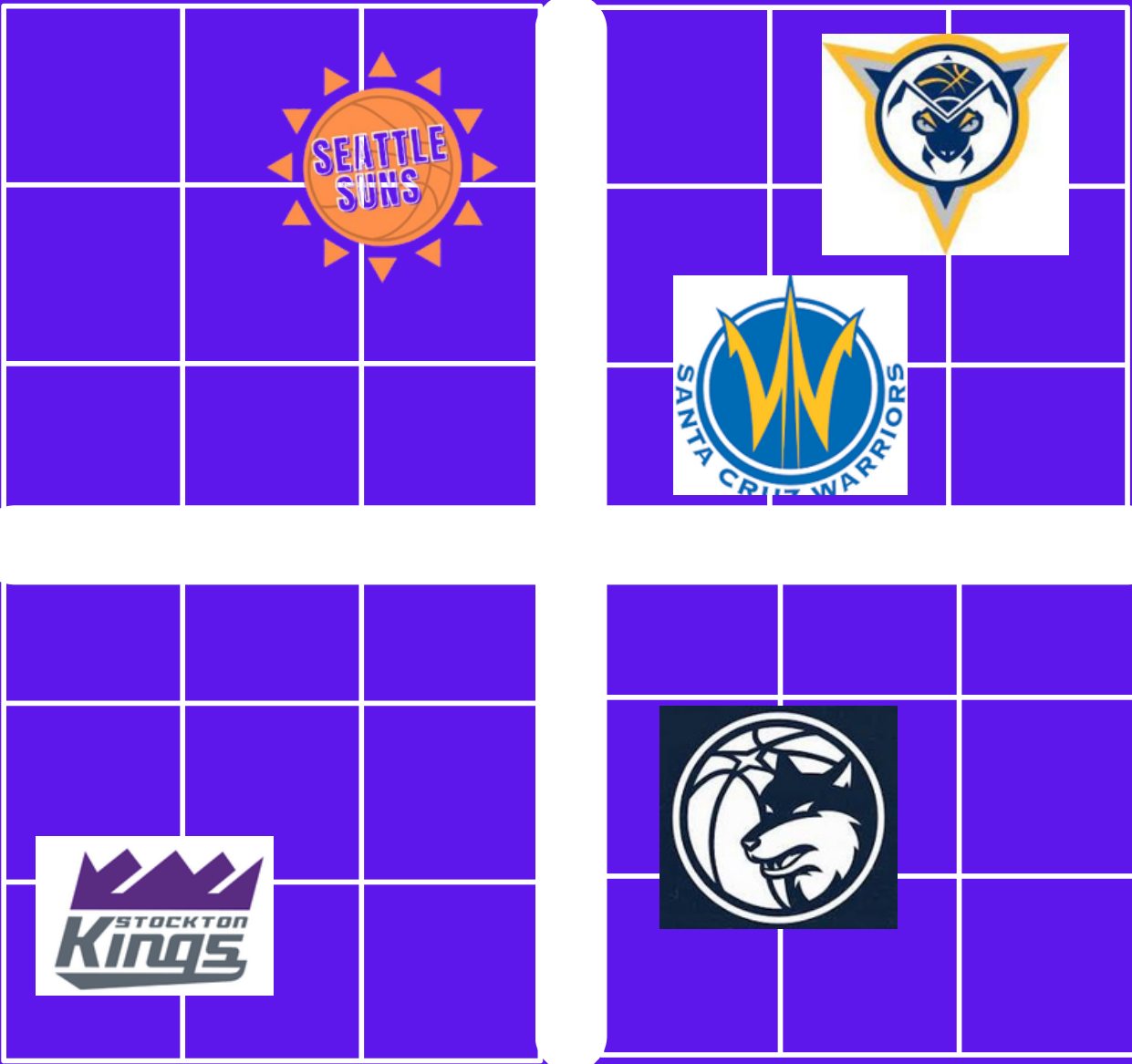
Attendance



Competition

Price

Attendance





Promotional Items



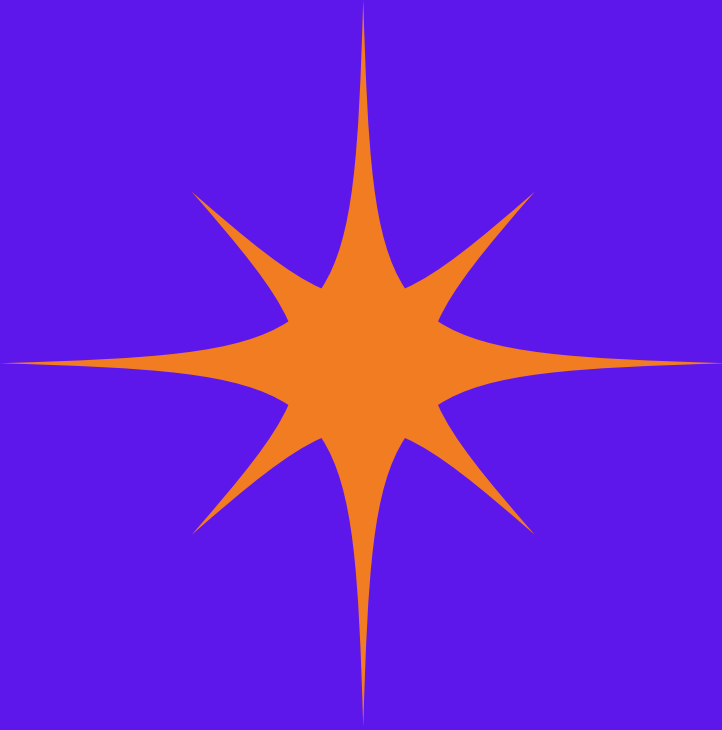
Free T-Shirt by Local Artist

Ties in the community and allows the promotion
of upcoming talent in true G-League fashion

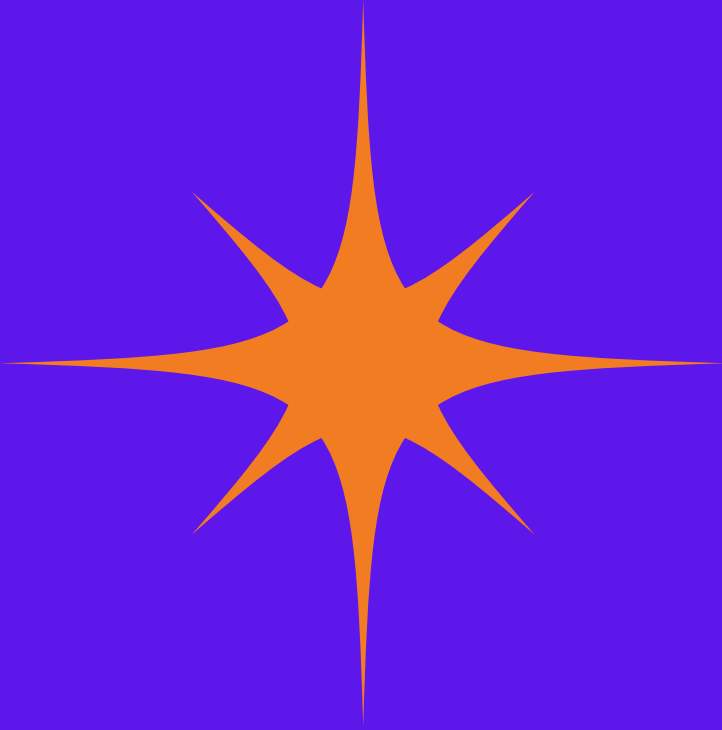
Free Starbucks x Seattle Suns Resuable Cup

This promotes the outdoor activities that the Northeast US
is known for, along with their appreciation for nature and
directly involves one of our main sponsors





Halftime Promotion

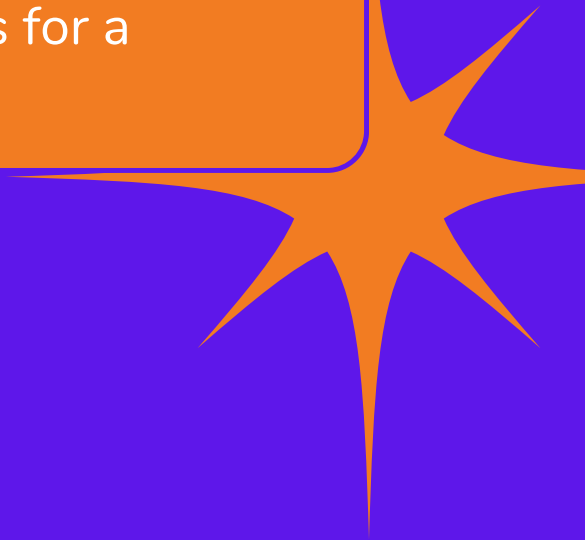


Typical

Cheerleaders perform, Half court shots for Starbucks for a year etc

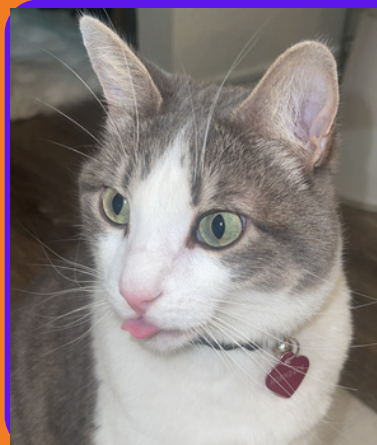
New (Seattle Specific)

Dinner with a player or coach (background check mandatory, persons under the age of 18 will be accompanied by an adult), Free ferry rides for a year



The Team

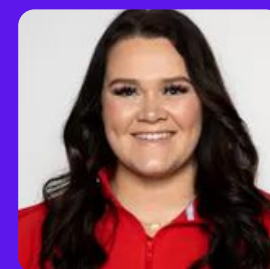
Meet the masterminds behind it all....



Luna May Hornback - CEO
and Founder



Theodore Toastmaster
Rains Jr. - Vice President



Morgan Hornback
Softball Student
Coach



Olivia Rains (Liv)
Student Athlete -
Softball



Camryn Stepp
Student Athlete - Tennis