



DRIVING THE UPSTATE TO THE HIVE SPORTS MARKETING 3210

Team America:

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RESEARCH

Three of Team America's members surveyed 57 spectators at the Charlotte Hornets game on October 10 at the Bon Secours Wellness Arena in Greenville, South Carolina. Combined with the surveys from other teams, we were able to gather data on 376 people. Key points from analyzing the data are found below.

DEMOGRAPHICS

- 67% male
- 29% aged 18-25

HOUSEHOLDS

- 66% 2 - 4 people
- 20% income between \$50,001-\$75,000
- 56.4% 1 - 2 kids under 18

EDUCATION

- 32.5% 4 year college or Bachelor's degree
- 20.3% some college

WHY THEY DON'T COME

- 55% said distance and traffic keeps them from attending games in Charlotte

GAME ATTENDANCE

- 64.5% did not attend a game in the past 12 months

GAME NIGHT BUDGET

- 43% will spend \$51-\$100 per person

TICKET PRICES

- 28.4% will pay \$15-\$30
- 26.6% will pay \$31-\$45
- 21.8% will pay \$46-\$75

TARGET MARKET

Based on the above findings, we created two personas of segments within the target market that we plan to reach:

TOM

Tom is 22 years old and is currently a senior Marketing major at Clemson University. He is from Raleigh, NC and comes from a family of Charlotte Hornets fans. He is very involved at Clemson. Tom plays on the intramural basketball team for his business fraternity, Delta Sigma Pi. He has held several positions in the fraternity. Tom will be graduating in May and is currently looking for a full time job. On the weekends, Tom goes downtown with his fraternity brothers or to parties thrown by them. His favorite bars are Loose Change and Wingin' It. During the summers, Tom works for his father's construction company to earn extra spending money for the school year. With school and Delta Sigma Pi, Tom does not have enough time to work during the school year so he is always looking for affordable entertainment options.



BILL AND GABRIELLE

Bill and Gabrielle have been married for 15 years and met while attending the University of North Carolina Charlotte. Bill is 38 years old and Gabrielle is 37 years old. Bill played basketball at UNCC while Gabrielle was involved with student government. Bill and Gabrielle became Hornets fans during their college years and attended several games together. After graduation, they both received jobs in Greenville, SC and moved there shortly after. Their household income is \$52,000 a year. They have a 7 year old daughter named Adrienne and a 9 year old son named Sean. Bill and Gabrielle, when they are not working, try to spend as much quality family time as possible. They are always looking for affordable entertainment options for the whole family.



THE HIVE DRIVE

What It Is: A fully integrated marketing campaign developed to increase Charlotte Hornets game attendance from residents in the upstate South Carolina area. The Hive Drive revolves around three tactics: ticket specials and promotions, The Bee Line, and social media engagement.

Why: Our research shows that 55% of people surveyed said that distance and traffic is what keeps them from attending Hornets games in Charlotte. When asked if they would attend more games if transportation was provided to and from games, 61% responded with either “agree” or “strongly agree.” Combine those two statistics and you have a pretty strong sense that Upstate residents really just have a problem with getting to the game.

How It Works: During all 8 Saturday home games of the Charlotte Hornet’s 2015 season, a fleet of 4 charter busses will run from various spots in the Upstate to Time Warner Cable Arena. Fans who ride these busses, on The Bee Line, will receive discounted tickets to the game and are encouraged to share their experiences on social media to win prizes.

TICKET PACKAGE

The Data: 28.4% of survey respondents said they would spend between \$15 and \$30 per ticket to attend a Hornets game. 26.6% would spend between \$31 and \$45, and 21.8% would spend between \$46 and \$75. We will have three different ticket options that reflect these price ranges.

OPTION 1:

- \$25 ticket-sections 207-210, 224-227

OPTION 2:

- \$40 ticket-sections 101, 109, 110, 117

OPTION 3:

- \$65 ticket-sections 103, 107, 112, 116



THE BEE LINE

What It Is: A fleet of 4 charter busses to take Charlotte Hornets fans to the game from Upstate South Carolina. Each has a separate route that targets the audience of that specific area. Bee Line tickets can be purchased for \$35 for ages 18+, \$25 for ages 8-17, and \$10 for children under 8. 2 complimentary beverages are included in the ticket price. Upon arrival, guests will be greeted by the Honey Bees, Hugo the Hornet, and the Swarm Squad.



BEE LINE 1: THE SWARM

Who It's For: College students, specifically from Clemson University and USC Upstate. There will be a bartender on board checking ID's, giving out wristbands to those of age and serving beer. Alcohol will not be served once the bus reaches South Carolina.

Route/Schedule:

- 3:15 pm Departs from Clemson University
- 4:20 pm Arrives at USC Upstate, Departs at 4:30 pm
- 5:45 pm Arrives at Time Warner Cable Arena
- 10:00 pm Departs from Time Warner Cable Arena
- 11:50 pm Arrives at USC Upstate, Departs at 11:55 pm
- 1:00 am Arrives at Clemson University

BEE LINE 2: THE COLONY

Who It's For: Adults, with or without children, who want to take the afternoon to explore the city of Charlotte before the game.

Route/Schedule:

- 12:00 pm Departs from Bon Secours Wellness Arena
- 1:45 pm Arrives at Time Warner Cable Arena
- 10:00 pm Departs from Time Warner Cable Arena
- 11:45 pm Arrives at Bon Secours Wellness Arena

THE BEE LINE

BEE LINE 3: THE HIVE

Who It's For: Residents of the Greenville area who want to enjoy a family night out cheering on the Hornets.

Route/Schedule:

- 4:00 pm Departs from Bon Secours Wellness Arena
- 5:45 pm Arrives at Time Warner Cable Arena
- 10:00 pm Departs from Time Warner Cable Arena
- 11:45 pm Arrives at Bon Secours Wellness Arena

BEE LINE 4: THE STING

Who It's For: Spartanburg residents who want to take a break from work to spend time with friends and colleagues.

Route/Schedule:

- 4:00 pm Departs from Spartanburg
- 5:45 pm Arrives at Time Warner Cable Arena
- 10:00 pm Departs from Time Warner Cable Arena
- 11:45 pm Arrives in Spartanburg

SOCIAL MEDIA

BEFORE SHOWTIME

Social Media Blitz: We plan on implementing a social media blitz to get the word out to as many members of our target market as we possibly can via Facebook, Twitter and Instagram.

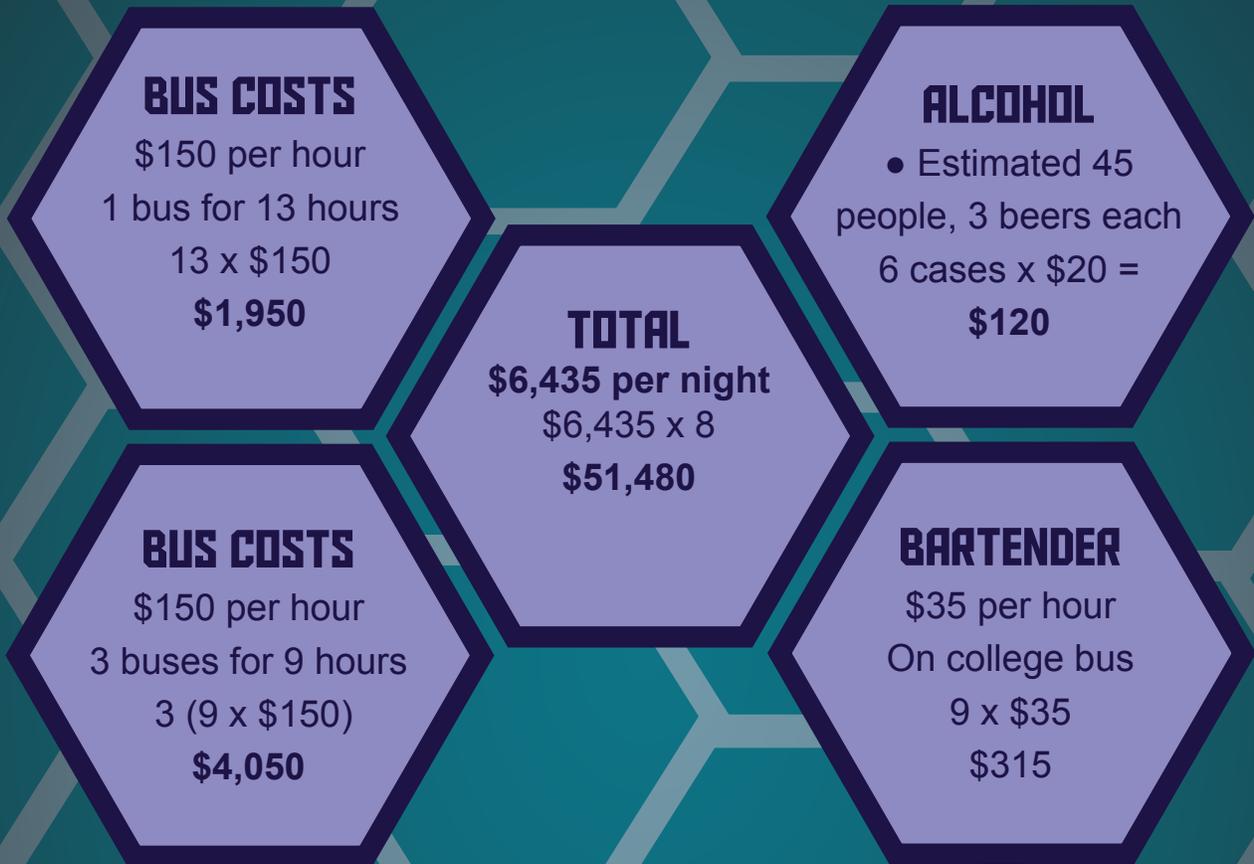
Viral Video: This will showcase the experience of the Bee Line. It will feature Hornets players, the Honey Bees, Hugo, and many others. We want the video to be fun, humorous and exciting--something that gives fans an inside view as to how great the Bee Line experience will be.

AFTER THE PREMIERE

#BeeLine: Using this hashtag will encourage those who have ridden the Bee Line to share their experience for the chance to win prizes varying from free tickets to a future game to fan gear. Our research shows that 49.3% of people would want to win a tee-shirt over other items, so we will plan on using that for giveaways.

COSTS

To utilize current corporate partnerships, we will rent all four buses through Silver Fox Limos. The information below reflects estimated quotes, but we are hopeful that Fox Limos will allow us to rent them for an even cheaper price.



PROFIT POTENTIAL

The following chart shows the profit potential on the buses alone at various capacities. We will make a profit as long as all 4 buses are 85% full, or at least have 47 passengers each.

Bus Capacity	Number of Passengers	Average Cost per Passenger	Sales for 1 Bus	Sales for 4 Buses	Total Profit (Previous - \$6,435)
100%	55	\$35	\$1,925	\$7,700	\$1,265
90%	49.5	\$35	\$1,733	\$6,930	\$495
85%	46.75	\$35	\$1,636	\$6,545	\$110
80%	44	\$35	\$1,540	\$6,160	-\$275
70%	38.5	\$35	\$1,348	\$5,390	-\$1,045

PROFIT POTENTIAL

In terms of ticket sales, the charts below show the profit potential at various ticket prices and bus capacities. When combined with the bus profits and social media impressions, the ability to generate revenue can be prominently seen. Although the profit potential is not as large from the buses, we hope to expand the idea down the road and increase the number of Bee Line buses as well as the number of games they are available for.

BUSES ARE 100% FULL: 220 PASSENGERS

% Purchasing in this Price Range	Total Passengers	Number of People Purchasing This Ticket	Price Per Ticket	Profit
45%	220	99	\$25	\$2,475
30%	220	66	\$40	\$2,640
25%	220	55	\$65	\$3,575
			Total Profit	\$8,690

BUSES ARE 90% FULL: 200 PASSENGERS

% Purchasing in this Price Range	Total Passengers	Number of People Purchasing This Ticket	Price Per Ticket	Profit
45%	200	90	\$25	\$2,250
30%	200	60	\$40	\$2,400
25%	200	50	\$65	\$3,250
			Total Profit	\$7,900