



LMU Athletics – External Relations  
2016-17 Fan Engagement and Branding Campaign

## THE ROAD MAP

### #LIONSTRONG – An Introduction

Develop **#LIONSTRONG** website with general bullet points around why **#LIONSTRONG**

- Video Introduction to **#LIONSTRONG**
- Initial definition of **#LIONSTRONG**
- Keynote/Power Point presentation of **#LIONSTRONG**

Initial social media and collateral push introducing **#LIONSTRONG**

- Develop 4x6 postcard promoting **#LIONSTRONG**
- Develop internal collateral featuring **#LIONSTRONG**
  - o Email footers, social media buttons, etc.

Meetings across campus to introduce **#LIONSTRONG**

- Management Team
- University Relations
- SAAC E-Board
- Loyalty
- Student Affairs

Launch fall sport **#LIONSTRONG** ticket campaigns

- Soccer Season Tickets
- Summer Camp Ticket Tie-in
- Soccer LAC Family Package

Team Meetings

- Introduce campaign to each team during first team meetings of season
- Deliver keynote presentation
- Invite to social media platforms
- 

Welcome Back BBQ

- Incorporate **#LIONSTRONG** theme into messaging
- Hand out **#LIONSTRONG** flyer
- T-shirts to feature **#LIONSTRONG**

Introduction to student body as part of move-in weekend events

## The Campaign Basics - Summer Fall Rollout

Based around fan (and student) engagement

- Features on fans/students/LMU faculty tying in their **#LIONSTRONG** story.
- Launch new Little Lions Club (7th grade and under)
- Aggressive campaign with Summer Camps and Silicon Beach

Cross-Participation with other organizations

- **#LIONSTRONG** Fall Madness campaign to replaced Madness at Midnight
- Campaign based around cross promoting basketball with other events around campus
- List of events for MBB/WBB players to volunteer or attend to support other orgs
- Fall games to cross promote: WSOC, MSOC, WVB
- Leading to Madness Pregame at season opener for MBB (Nov. 11) and WBB (Nov. 13)

Promotional Campaigns for key events centered around **#LIONSTRONG**

- Tie-in media promoting season/games to **#LIONSTRONG**
- Theme of the game to be the media target
- Capture social media feeds and users around campaign and do a direct connect piece to each user
- Complete integration on everything

## What's It Look Like

Late Summer

- **#LIONSTRONG** Summer Camper feature (social)
  - o July 22, July 29, Aug. 5, Aug. 12
- **#LIONSTRONG** Sports Medicine Features
  - o July 20 (KE), July 21 (LD), July 26 (GD), July 28 (JF), Aug. 2 (JO), Aug. 4 (SC)
- **#LIONSTRONG** Sports Performance Features
  - o July 27 (Summer Program), Aug. 1 (PD), Aug. 3 (JM), Aug. 5 (JA)
- **#LIONSTRONG** Program/Overall
  - o Year End/Graduation/Highlights (July 19)
  - o **#LIONSTRONG** Motivational Monday (social) – July 25 (MXC), Aug. 1 (WXC), Aug. 8 (MSOC), Aug. 15 (WSOC), Aug. 22 (WVB), Aug. 29 (MWP)
  - o Throwback Thursday - **#LIONSTRONG** Moments –July 28 (MSOC), Aug. 4 (MBB – Martin with Olympics starting), Aug. 11 (WVB – Black in Olympics), Aug. 18 (WSOC), Aug. 25 (WBB in Europe)
- **#LIONSTRONG** Fall/Bball Sport features
  - o MWP – Hernandez earning scholarship
  - o LAF – Beer Fest (July 30)
  - o WVB – Black at the Olympics (July 21)
  - o MBB – New Faces
  - o WSOC – Building on a Sweet 16
  - o WBB – Europe 2016 (Aug. 30)
  - o MSOC – TBA
  - o XC – Running Success
- **#LIONSTRONG** Photo of the Week
  - o Sunday review of top photo(s)

## Fall Stories - #LIONSTRONG Features

Week of Aug. 22-28	WVB: Backing up Sweet 16, what will it take. WSOC: Family Fun at LMU home games
Week of Aug. 29-Sep. 4	MSOC: Wearing your school and team colors, campus spirit WSOC: Getting the field ready, the grounds crew at LMU
Week of Sep. 5-11	WVB: Greek and Charities, ways LMU gives back WVB: Lions Athletic Fund, giving to LMU
Week of Sep. 12-18	MWP: Feature on men's water polo athlete
Week of Sep. 19-25	WSOC: Playing under the lights, feature women's soccer S-A.
Week of Sep. 26-Oct. 2	WVB: Inside look at the Game Day of All-American Sarah Sponcil
Week of Oct. 3-9	WSOC: The student section, the Cage and ESPNU game under the lights MSOC: LMU Greek life and Lion Athletics.
Week of Oct. 10-16	MSOC: Feature on men's soccer student-athlete
Week of Oct. 17-23	Madness: A look at ASLMU and athletics partnership WSOC: Pink Game – Survivor stories of wsoc families WSOC: Senior Day – senior features
Week of Oct. 24-31	WVB: Community involvement
Week of Nov. 1-6	Prepare basketball intro videos NCAA Tournament Stuff
Week of Nov. 7-13	MBB: Inside look at Gersten Pavilion – Hanks House MSOC: Senior Day – senior features WBB: Inside look at pregame ritual
Week of Nov. 14-20	MBB: MBB student-athlete feature, playing in front of a full house WVB: PCH Cup Rivalry and S-A feature
Week of Nov. 21-27	WVB: Senior Day – Thanksgiving senior feature BBALL: Feast week
Week of Nov. 28-Dec. 4	NCAA tournament stuff All-Conference stuff
Week of Dec. 5-11	BBALL: Preparing to play and for finals

## IN SEASON

### Women's Soccer

#### ***Summer Camps Integration***

- First introduction of **#LIONSTRONG** at camps
- Special schedule flier with promotion of Summer Camp Game
- Season Ticket offer (see below)
- Track summer campers after each session, reaching out with same message as flier while also promoting remaining summer camps and possible 2017 summer camps (final contact messaging)

#### ***Be #LIONSTRONG Season Ticket Campaign (Goal of \$6,000 in season tickets)***

- Three week "campaign" begins Aug. 1
  - o Promote \$40 adult season tickets and \$20 Little Lions Club (free to all games but MBB)
  - o Includes #LIONSTRONG scarf
  - o Email/Phone blast to all ticket purchasers last two years
  - o Email blast through website portal
- Summer Camper (July)
  - o Summer Camper (1) gets free season ticket with purchase of adult season ticket
  - o Camper gets special I am **#LIONSTRONG** t-shirt at Summer Camper Game
- Community push: discount for Playa Vista/Silicon Beach (Late July/August)
  - o Family Fourpack for \$120
  - o Mailer to that zip code
  - o ValuPak mailer (along with Kids Club)
- Limited PRIDE PACK (June/July)
  - o Asking each member of team to sell 1 PRIDE PACK
  - o 30 total Pride Packs offered to Family/Friends of program
  - o 4 tickets
  - o 4 scarfs
  - o VIP access to LAC Suite to watch game
  - o Access to restrooms throughout game
  - o Special Tap-n-Go concessions (order during first half and have delivered at halftime) \* *This is not solidified yet*
  - o \$200 per pack

#### ***In-Game Fan Engagement***

- Social media feature of fan at game
  - o Marketing staff take photos of fans throughout game to post on social media feeds, selecting primary #LIONSTRONG fan of the game to feature.
  - o Instagram: Photo based with small write-up
  - o Twitter: Photo based with link to #LIONSTRONG web page on all the fan features
  - o Facebook: full photo gallery of fans with more detailed story of featured fan
- Cross promotion tagging with that fan
- Postgame follow-up with fan through social media direct messaging
  - o Track all the likes to those posts and directly message those fans, saying "Thanks for coming and being #LIONSTRONG." Promote next home game

#### ***Game Specific Promotions***

Aug. 28 – LMU vs. CSU Bakersfield – 1 pm

- Features: Summer Camper Reunion Game; Autograph session; Little Lions Club push at game; Move-in weekend Promotion
- Media:
  - o Email blast to soccer alums inviting them to game (free ticket as member of Varsity L club)
  - o Direct social media messaging to summer campers about season, first game, reminder of season ticket opportunity and Summer Camper game
  - o #LIONSTRONG feature: freshmen/newcomers on campus, video segment featured on LAF website and then pushed on splash page, to all ticket holders
  - o Direct message anyone who comments on social media posts during week leading up to opener
  - o Incorporate game and message into first year experience messaging

Sept. 4 – LMU vs. Ball State – 11 am

- Features: Sweet 16 recognition (Stein Mug Giveaway)
- Media:
  - o Reach out to alums about Sweet 16 recognition?
  - o What made our sweet 16 team #LionSTRONG

Sept. 11 – LMU vs. Saint Francis – 12 pm

- Features: Soccer doubleheader; Patriot Day, 9/11 recognition, Air Force ROTC tie-in at both games
- Media :
  - o ticket promotion/invitation to all those tied with ROTC. Personal invitation to game. Family of ROTC (and all services) \$5 tickets for double header?
    - Contact Julia Keighley about active service students
  - o #LIONSTRONG feature: ROTC member – why are you #LIONSTRONG (try to get actual LMU student ROTC member). Full media reach. Photo shoot. Video. Etc.

Sept. 16 – LMU vs. Texas Tech – 7 pm

- Features: Friday Night Lights (student push); possible food tie-in for first Friday night (BBQ); REPRESENT game?; Staff Senate BBQ?
- Media:
  - o Contact Sodexo about special food item at concessions/food truck at game with special menu
  - o Strong student push for Friday night; cross promotion with other orgs
  - o #LIONSTRONG feature: Staff member, why are you #LionStrong
  - o Digital media push to Silicon Beach businesses, possible ticket promotion (national recognized opponent)

Sept. 23 – LMU vs. Nebraska-Omaha – 7 pm

- Features: Friday Night Lights; GREEK Game

Sept. 25 – LMU vs. UCSB – 1 pm

- Features: Alumni BBQ Cross promotions. Free to those attending BBQ

Oct. 6 – LMU vs. BYU – 8 pm

- Features: ESPNU Game WCC theme (all weekend); Greek Game; Pregame tailgate
- Media:
  - o WCC Play hits LMU direct message piece to all ticket holders and alums of all WCC sports; come support Lions in KEY WCC match-ups
  - o #LIONSTRONG feature: student-athletes defending home turf, wcc play, Greeks helping defend turf with home field advantage

- Oct. 8 – LMU vs. San Diego – 7 pm
  - See above, same push
- Oct. 21 – LMU vs. USF – 7 pm
  - Features: Pink Game
  - Giveaway: Pink “Fight Like a Girl” t-shirts
  - Media:
    - o #LIONSTRONG feature: family member(s) recovered from cancer, why they are LIONSTRONG
- Oct. 23 – LMU vs. Santa Clara – 1 pm
  - Features: Senior Day
  - Media:
    - o #LIONSTRONG feature: Seniors

## Men's Soccer

### ***Summer Camps Integration***

- First introduction of **#LIONSTRONG** at camps
- Special schedule flier with promotion of Summer Camp Game
- Season Ticket offer (see below)
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  - o Email blast through website portal
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  - o Summer Camper (1) gets free season ticket with purchase of adult season ticket
  - o Camper gets special I am **#LIONSTRONG** t-shirt at Summer Camper Game
- Community push: discount for Playa Vista/Silicon Beach (Late July/August)
  - o Family Fourpack for \$120
  - o Mailer to that zip code
  - o ValuPak mailer (along with Kids Club)
- Limited PRIDE PACK (June/July)
  - o Asking each member of team to sell 1 PRIDE PACK
  - o 30 total Pride Packs offered to Family/Friends of program
  - o 4 tickets
  - o 4 scarfs
  - o VIP access to LAC Suite to watch game
  - o Access to restrooms throughout game
  - o Special Tap-n-Go concessions (order during first half and have delivered at halftime) \* *This is not solidified yet*
  - o \$200 per pack

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- Cross promotion tagging with that fan
- Postgame follow-up with fan through social media direct messaging
  - o Track all the likes to those posts and directly message those fans, saying "Thanks for coming and being #LIONSTRONG." Promote next home game

### ***Game Specific Promotions***

Sept. 2 – LMU vs. FGCU – 7 pm

- Features: Whiteout Sullivan for Glow Party
  - o Wear white shirt to soccer game and decorate it at the game for the sig ep glow party afterwards
- Giveaway: Free tickets to Sig Ep Glow Party first 100 students
- Halftime: Youth team and sig ep relay race competition
- Groups: Home Opener
- Media:
  - o Student Affairs colors promotion
  - o #LIONSTRONG feature: The Cage, what makes you LIONSTRONG

Sept. 9 – LMU vs. Sac. St. – 7 pm

- Feature: Loft Partnership – National Beer Lovers Day; Rodeo (greek)
  - o Bring your stein mug (from Wsoc or Vball) to loft following week with voucher from men's soccer game for free beer; free Rodeo tickets for first x students
  - o Straight outta LMU shirt giveaway for The Cage Members
- Media:
  - o #LIONSTRONG Feature: Campus Rec Staff (Loft) feature

Sept. 11 – LMU vs. UC Davis – 4 pm

- Features: Soccer doubleheader; Patriot Day, 9/11 recognition, Air Force ROTC tie-in at both games
- Groups: AYSO Day; Patriots Day (ROTC)
- Media :
  - o ticket promotion/invitation to all those tied with ROTC. Personal invitation to game. Family of ROTC (and all services) \$5 tickets for double header?
  - o #LIONSTRONG feature: ROTC member – why are you #LIONSTRONG (try to get actual LMU student ROTC member). Full media reach. Photo shoot. Video. Etc.

Oct. 9 – LMU vs. San Diego – 1 pm

- Features: Fall Madness Cross Promotion; REPRESENT; GREEK Game
- Groups: Greek at the Game
- Media:
  - o WCC Play hits LMU direct message piece to all ticket holders and alums of all WCC sports; come support Lions in KEY WCC match-ups
  - o #LIONSTRONG feature: Greek member/chapter

October 14 – LMU vs. Pacific – 7 pm

- Feature: Staff Senate Tailgate
- Groups: TBA
- Media:
  - o Staff member #Lionstrong feature

Nov. 12 – LMU vs. USF – 7 pm

- Features: Senior Day
- Groups: TBA
- Media:
  - o #LIONSTRONG feature: Seniors

## **Women's Volleyball**

### ***Summer Camps Integration***

- First introduction of #LIONSTRONG at camps
- Special schedule flier with promotion of Summer Camp Game
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### ***Game Specific Promotions***

Aug. 27 – vs. UCLA – 7 pm

- Move-in weekend push students to game after floor meetings/before block party event
- Stein mug giveaway

Sept. 9 – vs. Harvard – 7 pm

- Feature: Sweet 16 commemorative Stein Mug giveaway
- Giveaway: mugs
- Media:
  - o #LionSTRONG feature: What makes this team LIONSTRONG

Sept. 10 – vs. Duke – 4 pm

- Feature: Fundraiser game; Summer camper reunion game
  - o free membership to little lions club
- Groups: Summer campers

Sept. 27 – vs. San Diego – 7 pm

- Feature: ESPN game; Greek Game; REPRESENT; The Cage pregame beer and pizza
- Giveaway: Free chik-fil-a for first 300 students in attendance

Oct. 27 – vs. Pacific – 7 pm

- Feature: "Volleyween" Pink game; Silent Auction to raise funds
  - o Fright night on campus in sunken gardens (I need to see if we can have the volleyball game become a part of their programming)
  - o Partnership with Greek life and Campus rec for breast cancer awareness
- Giveaway: Scare away breast cancer t-shirt
- Groups: TBA
- Media:
  - o #LionStrong cancer survivors

Nov. 19 – vs. Pacific – 12 pm

- Feature: Pch cup rivalry game "Crush the Waves"
- Media:
  - o History of the rivalry?

Nov. 22 – vs. BYU – 7 pm

- Feature: ESPN Game; Senior Day; Staff senate bbq?
- Groups: TBA
- Media:
  - o Seniors

## Men's Basketball

### *Summer Camps Integration*

- First introduction of #LIONSTRONG at camps
- Special schedule flier with promotion of Summer Camp Game
- Season Ticket offer (see below)
- Track summer campers after each session, reaching out with same message as flier while also promoting remaining summer camps and possible 2017 summer camps (final contact messaging)

### *Be #LIONSTRONG Season Ticket Campaign*

- Use UConn and 18-game schedule to push season tickets
- New ticket pricing
- Ticket promotions:
- Community Promotion
  - o Local Season Ticket Price: local zip codes, \$120 upper level (\$80 child/senior).
  - o **OPENING WEEKEND PACKAGE: \$85 lower level/\$75 upper level**  
This is the best way to get to see the best opening weekend at Gersten Pavilion on record. Join the Lions for their season opener on Friday, Nov. 11 against Vanguard and then on Thursday, Nov. 17, join the Lions as they host national power UConn. Join us for special pregame celebrations and special programming to get the new season started right. Join us for postgame autograph sessions and more. Then come back less than a week later to be part of the Lions' showdown with national power UConn for a nationally televised broadcast through the ESPN family of networks. It will be the first trip to Gersten Pavilion for the

Huskies and you don't want to miss this. With this package, get one upper level adult ticket for each game for just **\$75** or lower level reserved **\$85**! Seating will be limited, so act fast.

- **YEAR-END CELEBRATION: \$50 lower level/\$40 upper level**

LMU will begin play within the West Coast Conference with two of the best. Help the Lions close-out the 2016 calendar year and begin the WCC season in grand style with this special two game package to watch the Lions take on Saint Mary's on Thursday, Dec. 29 and then BYU on Friday, Dec. 31. Get one upper level ticket to each game for just \$40 and lower level package is just \$50.

- **FAMILY NEW YEAR PACK: \$80 - 4 ticket/4 hotdogs**

Close out 2016 on the right foot by bringing the family to the WCC Showdown between the Lions and BYU. This special family package is for 4 upper level tickets and 4 free hot dog coupons for when the Lions take on BYU on Saturday, Dec. 31. End 2016 right with Lion basketball.

- **LMU FAMILY DAY: Saturday, Dec. 17 - Basketball Doubleheader**

It will be a full day of fun on Saturday, Dec. 17 for a basketball doubleheader at Gersten Pavilion. It will be Alumni Family Day at the Game with a special ticket price just for LMU alums to attend the basketball doubleheader with a special tailgate celebration geared just for families. The day starts with women's basketball taking on UC Riverside at 1 pm, followed by men's basketball facing off against Incarnate Word at 4 pm. Between games check-out the tailgate, play some games, get some great food. There is more...It is the **2016 SUMMER CAMP REUNION GAME**. Campers get in FREE and we will have special promotions and more just for LMU Summer Campers.

- **LITTLE LIONS CLUB:** Part of being a Little Lions Club member is access to all home games at LMU for free, including five select men's basketball games. For 2016-17, those games are:

- Thursday, Dec. 8 - LMU vs. Southern Utah
- Saturday, Dec. 17 - Doubleheader - LMU vs. Incarnate Word
- Thursday, Jan. 19 - LMU vs. San Diego
- Thursday, Feb. 9 - LMU vs. Gonzaga
- Thursday, Jan. 23 - LMU vs. San Francisco

The LITTLE LIONS CLUB features foodie bag and member-only opportunities, discounts on future summer camps, Iggy Birthday party opportunities and more. Join us this 2016-17 season. For more information, [CLICK HERE](#). In addition, LMU will offer the **Little Lions Parent Package**, get an upper level ticket with your Little Lions Club member to all six of the games, including the showdown with Gonzaga, for just \$80! That's more than 45% savings off regular single game ticket price.

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### ***Game Specific Promotions***

Nov. 4 – vs. Sonoma St.

Nov. 11 – vs. Vanguard

- Military Appreciation Night (Veterans Day promotion)
- Season Opener
- Beer and Pizza Pregame
- Community tailgate (community relations)
- Opening weekend package (UConn and VanGuard \$75 upper level both games)

Nov. 17 – vs. UConn (Platinum game)

- Crimson Out game
  - o Wear freshman shirt; wear cage jersey
  - o Week leading into game trade in shirt of another school for #LionStrong shirt

Nov. 25 – vs. Portland St.

- Thanksgiving Promotion (you're welcome day? Or black Friday special?)

Dec. 5 – vs. Boise State (Date could change)

Dec. 8 – vs. Southern Utah

- Represent
- The Cage Pre-game

Dec. 17 – vs. Incarnate Word

- Summer Camper Reunion
- Alumni Family Day at the Game
- Family of schools 10<sup>th</sup> year anniversary
- Double Header one GA price

Dec. 22 – vs. UT Arlington

Dec. 26 – Morgan St.

- Holiday Classic
- \$1 hot dogs
- Ugly Christmas sweater

Dec. 29 – vs. Saint Mary's (premium game)

- New Years package \$50 lower level for both games, \$40 upper level

Dec. 31 – vs. BYU (Premium game)

- Family 4 pack \$80; includes 4 hot dog vouchers (upper level only)

Jan. 7 – vs. Santa Clara

- Military night/wounded warrior night?
- Recent Alumni game?

Jan. 19 – vs. San Diego

- Loyolan sponsored giveaway
- Staff senate?

Jan. 26 – vs. Pacific

- Greek Game
- Staff senate?

Feb. 9 – vs. Gonzaga

- Housing Night

Feb. 11 – vs. Portland

- Family Weekend

Feb. 18 – vs. Pepperdine

- Homecoming
- Hall of Fame
- PCH Cup

Feb. 23 – vs. San Francisco

- Senior game
- Recent alum?
- Staff senate?

WBB Target Promotions

Nov. 5 – Exhibition

Nov. 8 – vs. The Masters (Exh)

Nov. 13 – vs. St. Louis

- Summer Camper Reunion
- Season opener
- Pancreatic cancer awareness game....
  - o Warmups for the girls (Steve)
  - o Wristbands to hand out to fans (\$2 donation per wristband)
  - o Purple ribbons to hand out to fans
  - o 2 raffle items
  - o Members from pancreatic cancer society to be in attendance tabling and speaking during halftime
- Lion's Den Birthday celebrations

Nov. 25 – Thanksgiving Classic

Nov. 26 – Thanksgiving Classic

Dec. 2 – vs. UCSB

- The Cage promotion?

Dec. 10 – vs. Long Beach St.

- Finals Stress Reliever

Dec. 17 vs. UC Riverside

- Alumni Day at the Game
- Family of schools 10<sup>th</sup> year anniversary
- Double header one GA price

Jan. 5 – vs. Pepperdine

Jan. 12 – vs. Gonzaga

Jan. 14 – vs. Portland

Jan. 21 – vs. Santa Clara

Jan. 28 – vs. BYU

Feb. 2 – vs. San Diego

- Pink Game
- Superbowl giveaway?

Feb. 4 – vs. San Francisco

Feb. 16 – vs. Saint Mary's

- Field trip day?

Feb. 25 – vs. Pacific

- Senior day