



Best Targeted Group Promotion
"Church Day"

Each year, for one football and basketball game, we host a day focused on youth activity groups from churches around the state. While the content and materials associated with Church Day may not translate well to all schools the concept can. In general, churches, athletic leagues, and civic groups (Boy Scouts & Girls Scouts) could all be targeted. We identify five areas of concentration to focus.

- 1) Define the audience- Our market for this event is youth church groups. Each church has a youth minister or director who may be contacted. Some churches have several age levels. This market numbers well into the tens of thousands in our metro-region alone.
- 2) Market to the audience- We use four primary means of communication. First, a local contemporary Christian radio station is secured to sponsor the day by providing free :30 second spots. Next, a press release is used to get mentioned in the calendar sections of local Christian magazines and newspapers. A simple brochure was developed and mailed to a couple thousand church leaders in the state. (The list was provided by the radio station) Finally, we visited and sold a couple large area churches on the idea and they pre-purchased tickets.
- 3) Give them a reason to come out- Just opening the gates and letting groups in at a discount does not a day make. We not only offered an affordable group rate, but also each group was recognized over our PA system and message board. We had pre-game speakers and prizes than the kids broke out into groups to participate in games, activities and our Bulldog Fun Zone
- 4) Create an attention grabber- This past year we used a portion of the ticket receipts from Church Day and Donated them to a Christian youth home. An oversized check was presented to the youth home at half time. The media loved the idea that a not-for profit school was donating revenue back to the community.
- 5) Use the event for sales inventory- With the event concept in place sponsorships could be sold to raise revenue and add value to the group attendees. Chick-fil-A and other "faith" sensitive partners were secured as co-sponsors adding cash to offset costs and coupons/prizes for the groups