

# 4FRONT x SPORTS ETA – SPORTS TOURISM INNOVATION CERTIFICATE

## Session 5: Breakthrough Analytics Applications for Marketing & Sponsorships

### It All Starts with the Fan

#### Thinking Like A Brand

**WHO IS THE 'ALL ABOUT IMAGE' TARGET?**

18 - 24 & 66% UNACCULTURATED

- Prefers to speak/consume media in Spanish
- Image is important & validates their efforts
- Family Oriented
- Ethnicity is important to their identity, but it isn't what defines them.

Heavy digital and social lives

- Strong interest in NFL, SOCCER, and MLB
- Enjoy watching sports on TV compared to lifestyle
- Playing video games

#### Thinking Like a Fan

**KIDS MOST LOVED BRA**

Logos include: YouTube, Netflix, iPad, iPhone, McDonald's, Google, Xbox, PlayStation, Nintendo, Instagram, Coca-Cola, Snapchat, LEGO, HERSHEY'S, REEBOK, Activision, and CW.

#### Know the Fans You Deliver

Who Are Their 2-3 Key Target Audiences You Deliver?

*Millennials, Women, Hispanics, Baby Boomers, Kids, Donors....*

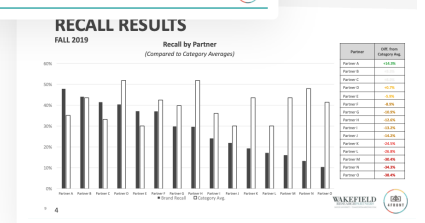
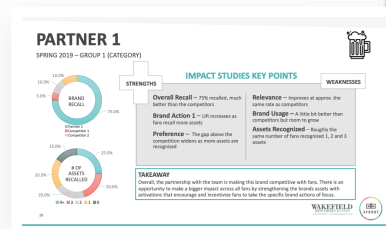
### Analytics Make the Partnerships We Love Happen!

#### Keys to Success

- Make Smarter / More Strategic Business Decisions
- Resonate More Effectively With Your Audiences
- Sell New Experiences
- Generate More Revenue

#### Strong Reasons for the Call

- Fan Insights / Buying Behaviors
- Unique Alignment of Brand Mission, Vision, Values
- Creative Way You Can Solve Business Problem for Company
- Opportunity to Solve a Team Business Problem
- Key Growth Area/Opportunity for Team
- Read / See in the Headlines



### Analytics Make Great Marketing Strategies Happen!

#### Keys to Success

- Reach & Engage More Fans
- Deliver New Entertainment & Engagement
- Bring Events to New Markets
- Deliver More Community Impact
- Evaluate & Elevate Our Events



**Deliver New Entertainment**

**Bring Events to New Markets**

**Deliver More Community Impact**

**Evaluate & Elevate Events**