



Canes Legacy Game: Final Business Plan

KIN 206

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Dr. McNary

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Executive Summary

This event is a fantastic opportunity for Miami Hurricanes athletics to raise money for a great cause while enticing an energetic environment for an important rivalry game against the University of Florida baseball team. We are thrilled to present this event which is a blast to the past. The Canes Legacy Game consists of old Miami Athletics alumni coming back to play in a charity softball game with the proceeds going to the Boys and Girls Club in Miami-Dade. This opportunity will not only bring about a feeling of nostalgia for old Miami Hurricanes fans, but also allow for an increase in the fanbase while raising funds for the Boys and Girls Club. A feasibility study has been conducted and we are highly confident that this event will be a success. The Canes Legacy Game will take place on March 2 from 2:00 to 4:00 P.M. This date has been strategically chosen as it is a Saturday, so students will not have school and parents are likely to not have work. Additionally, following the game, the Miami Baseball team will play in the second game of a big rivalry series against the University of Florida's baseball team. Fans are encouraged to stay afterwards for this game. There are also no notable Miami sporting events occurring on this date that would substantially decrease potential attendance in terms of the Miami fans.

There are three main goals for this event. The main goal of our event is to raise substantial funds for the Boys and Girls Club in Miami-Dade, specifically \$20,000. With an anticipated attendance of 2,000, a combination of ticket sales and merchandise will be able to allow a profit margin of over \$20,000 for this event. The second goal is to reach over 250 posts with #caneslegacygame24 on all social media platforms and the likes on posts about the game to reach 15,000 on all platforms combined including Twitter/X. The third goal is to increase fan attendance by a significant percentage for the upcoming baseball game versus Florida. We aim to get over 2,000 fans to attend the Canes Legacy Game as well as getting Alex Rodriguez Park at Mark Light Field to over 75% capacity before the start of the Florida game.

Within our marketing strategy, our belief is that a combination of social media and physical advertisement within the community is important to attract 2,000 fans to this game. In terms of social media, marketing campaigns will be posted on Instagram, Facebook, X, Miami's website and talked about on 107.3 the Oldies to effectively reach every demographic no matter which social media platform is primarily the one they use. Subsequently, physical advertising is essential to garner attention in a social media world of clutter. With that being said, we plan to put up a billboard in Coconut Grove and hang flyers at local sponsored businesses in order to reach the local community and those who do not follow Miami Athletics social media pages.

In terms of execution of the event, we are confident that a thorough following of the event timeline will allow for the Canes Legacy Game to run very smoothly. Additionally, we have also taken into consideration that both teams playing after will need to warm-up. Hence, why this Canes Legacy game will end at 4:00 and the kids will be off the field by 4:35. This allows time for both teams to have enough time for their pre-game rituals and preparations.

Event Description

Mission Statement

Our mission is to host an event where alumni can come together and reminisce, build new memories, and strengthen the bonds they shared during their time at Miami, while also giving the newer generation a chance to appreciate Canes history, **all while supporting a great cause in the Boys and Girls Club in Miami-Dade**. Through this game, we aim to pay tribute to our history, while simultaneously getting the Canes family energized for a pivotal game against our rivals **the University of Florida**.

Goals, Objectives, Tactics and Measures

The main goal of our event is to raise substantial funds for the Boys and Girls Club in Miami-Dade. To achieve this goal we want to raise at least \$20,000 for this game and to sell over 700 Canes Legacy Game merchandise. This goal can be measured by recording the amount of sales the Canes Legacy Game merchandise get and track the amount of revenue generated from ticket sales, parking.

The second goal of our event is to see how many times the **#caneslegacygame24** hashtag promoted at the game is used on Twitter/X to talk about the game. **This goal can be measured by** seeing if the **#caneslegacygame24** can reach over 250 posts on all social media platforms and if the likes on posts about the game can reach over 15,000 on all platforms combined. **This hashtag will be promoted multiple times throughout the event and on posts prior to the event. Measuring can be done by using analytic software that will track likes, shares, saves, and the overall amount of engagement each post gets.** The amount of posts with the hashtag will then be put up over the course of the first week after it was posted and **record totals**.

Our third and final main goal is to increase fan attendance by a significant percentage for the upcoming baseball game versus Florida. In order to achieve this goal, we aim to get over 2,000 fans to attend the Canes Legacy Game as well as getting Alex Rodriguez Park at Mark Light Field to over 75% capacity before the start of the Florida game. The measuring can be done through tracking the amount of fans at the game and seeing how many there are in comparison to the average attendance of a Miami Hurricanes baseball game.

Event Timing

We've selected March 2nd as the day for our event, as that would be right before a big rivalry game against the Florida Gators, and a prime opportunity to get fans excited for the upcoming season **while helping raise money for a great cause**. March 2nd is on a Saturday, so most families will not have work or school and can travel to the game. The game itself, including player introductions, would be about an hour and a half, with 4 innings being played, and a 30 minute meet and greet **for kids to go on the field** after the game. **Thus**, making the total event time **roughly** 2 hours.

Experience Concept

We intend for this event to start at 2:00, and end by around 4:00. The game itself would last about an hour and a half, and after the game, we plan to have a brief meet and greet with the players, where they will sign memorabilia and take pictures with fans. Within the event, the desired goal is for older fans to have a nostalgic experience by watching the old star athlete alumni while additionally, raising the energy of the crowd for a huge rivalry game **and providing for a great cause in the Boys and Girls Club in Miami-Dade**. There is also potential for former Miami students to reconnect with other Canes alumni at the game.

Event Feasibility

After doing extensive research into the feasibility of the event, we've listed some external and internal factors that will contribute to ensuring that our event runs successfully and smoothly.

Suitability

In terms of suitability, Alex Rodriguez Park at Mark Light Field seats 5,000 fans. The stadium already hosts the Miami baseball team, so it is suitable to host the **Canes Legacy Game** too. The field is natural grass which is an ample playing field.

Accessibility To Venue and Facilities

Transportation may be needed for the former players; however, it is likely that most of them will be able to get to the stadium. With that being said, since the Miami Men's baseball game is happening right after, all the normal transportation features will still be in place. This includes the public buses. The metro will also be running to help transport fans to the Alex Rodriguez Park at Mark Light Field too.

Facility and Faculty Needs

The University of Miami Alumni Association would certainly be the key department for putting together this event as they would have to send out invitations to all the former alumni inviting them to play in this game. The athletic department will also certainly have to be notified to ensure that Miami's Baseball team would have a proper amount of time to go through their pre game rituals. The facilities, events and operations department would also have to be put on notice to ensure the pre game setup is done before the former athletes take the court. This also takes into account the Alex Rodriguez Park employees and their security team who would have to open and supervise the field much earlier than a regular game. The on field event team and Miami athletics would also be needed as the cameramen and the technical details will have to be set up much earlier to give the fans a true game experience. This also includes the announcer for the Miami Hurricanes Baseball team to keep the fans engaged during the game and the announcer to introduce the former players and to commentate the game. Finally, it comes down to the marketing department of the Miami Hurricanes to successfully market this **charity** alumni game to ensure maximum attendance. **Umpires are also essential to ensure the fairness of this charity alumni game**

Special Equipment Needs

For this event, we would need to purchase 18 softballs and 8 different sized regulation bats.

Risk Assessment

Risks include inclement weather, fans getting hit by a fly ball, heat stroke, damage to parked cars, tripping over a chair or a foreign object and fan unruliness due to alcohol consumption.

Sustainability

The products that are made from non-sustainable material and non-sustainable practices consist of the use of plastic water bottles for sale, aluminum/plastic covering for the hot dogs, and plastic utensils. It does not appear that the stadium has any water saving methods in their bathrooms. The use of plastic, specifically plastic waste can affect global warming, damage habitats, and spread toxins. The plastic takes longer to decompose.

All in all, there are no products that are made from sustainable practices.

However, our suggestion is that the players' jerseys for the game should be made out of recycled plastic. The costs will be reduced to make these sustainable jerseys instead of the regular ones. However, given the widespread unsustainable practices, the sustainable jerseys helps make the event a bit more sustainability driven.

The event will contribute to the cleanliness of the seating areas and stands decreasing, given that the Miami vs. Florida game will be played directly after this. However, this can be subsidized by having the stadium cleaning crew quickly pick up large pieces of trash before the gates open up again for new fans for the actual baseball game.

Event Conflict Analysis

Other Miami events going on at this time include Gator's Invitational for the Miami Golf team in Gainesville and Bulldogs. We do not believe these will have a significant impact on the attendance of the Canes Legacy game

Financial Feasibility

In terms of budget restrictions, there is a \$25,000 budget prior to sponsorship.
[See Appendix A for mockups of merchandise.](#)

Cost Report			
Expense	Units Purchased	Unit Price	Total Cost
Bats	8	\$120	\$960
Softballs	18	\$3.61	\$65
Officials	5	\$67.50	\$338
Merchandise (Shirts)	595	\$7.79	\$4,635.05
Merchandise (Hats)	300	\$14.45	\$4,335.00
Flyers			\$75
Radio (107.3 Oldies)			\$300
Bilboard			\$1,500
Insurance			\$232
Total			\$12,440

Revenue Report	
Ticket Sales	\$1,850
Merchandise (Shirts)	\$12,525
Merchandise (Hats)	\$9,000
Sponsorship	\$20,000
Total	\$43,375
Profit	\$30,935

Ticket Sales Strategy

In terms of the ticket packages, there are many different options available in order to entice people to attend. The two main options are general admission or the seating which has considerably less tickets available. Students are allowed free entry to the game and are given an option to purchase an \$11 discounted guest ticket. Due to available field space and to avoid overwhelm of the alumni the field access package carries a considerable price tag.

<u>Type:</u>	<u>Price:</u>
General Admission	\$15
Seating	\$25
Student Ticket	\$0
Discounted Guest Ticket	\$11
Youth Team Package [GA]	15 tickets for \$150
Premium Seats	\$40
Family Package [GA]	3 person: \$40 4 person: \$52.50 5 person: \$65 6 person: \$78.50
Family Package [Seats]	3 person: \$65 4 person: \$90 5 person: \$110 6 person: \$125
Premium Family Package With Field Access	3 person: \$100 4 person: \$125 5 person: \$155 6 person: \$177

Market Strategy

Marketing Communications:

Marketing Tool	Segment Reached	Cost (estimate if needed)	Rationale
Facebook	Attendees Aged 30-60, former Miami alumni or Miami fans	\$0 Ad options if necessary	85% of adults 18-29 and 79% of adults 30-49 use FB; Women use FB more than men (76%, 66%) (Business Insider, 2014)
Instagram	Attendees age 18-35 former Miami alumni or Miami fans	\$0 Ad options if necessary	61% of Instagram users are between the ages of 18-35 (31% of users are 18-24, 30.3% are between 25-34) (Statista.com)
X	Attendees aged 18-44	\$0 Ad options if necessary	25.2% of users 18-24 years old, 26.6% of users 25-34 years old, 28.4% of users 35-44 years old (Business Insider) Potential for earned media if a tweet or game clip goes viral
Flyers	Miami Natives	\$75 (cost of printing and distributing)	Miami Residents that don't primarily use social media will be able to see these flyers posted at local sponsored businesses.
107.3 oldies	Attendees aged 50+	\$300	Older Miami residents and Canes alumni who may not have a social media platform need a way to be advertised about the event
Email marketing	Current Miami Students and Miami Alumni	\$0	Anyone with a Miami email can get an email about the upcoming event. The emails will reach a vast audience, so even if the conversion rate is low, that is still a substantial amount
Billboard (Grove)	Miami Natives	\$1,500	Good way for an average resident who may not know of the event to gain awareness in their everyday life driving down the highway (billboardsin.com)
Website	Miami Fans	\$0	The Miami Athletics website gained close to 475,000 visits in October (similarweb). Within this traffic clicks will be generated on the website advertisement for the charity alumni game.
Other Games	Miami Students	\$0	The Canes Legacy Game will be advertised on the jumbotron during stoppages at various other sporting events. <u>See Appendix B for advertisement mockup.</u>
Online Communication	Sports Groups	\$0	Contact the MetroRailBoyz via their Instagram Account @metrorailboyz (Instagram.com). They influencers within the Miami Athletic Fanbase

Market Research

In terms of Market Research we have acquired specific demographic information. Consumers will mostly be current Hurricanes students, as well as former Canes alumni and families. The event will be widespread on all Hurricanes social media platforms, including the @MiamiHurricanes Instagram and X accounts, as well as being sent via Miami email. The game will also be advertised on the radio station 107.3 oldies. The estimated audience for this event is 2,000 fans.

Stakeholders

Key Stakeholder	Needs Assessment (what needs is the stakeholder meeting)	Expectations	How are expectations met
Miami Hurricanes Former Athletes	The game cannot be played without at least 22 former Miami Athletes.	The expectations are for these athletes to participate in a friendly expedition match as a way to generate buzz for the upcoming rivalry game against Florida. Older fans will get a chance to reminisce and watch the players they grew up seeing once again, and after the game, they can meet with fans and families to sign items, take pictures, and interact with fans	Expectations are met if 22 former Miami athletes play in the game, participate in the friendly match, and stay after the game to sign autographs for kids and the overall fan environment is positive and energetic before the Miami Baseball game.
Local Media Outlets	The local community will be able to receive coverage of the game through local media outlets	The expectations for the local media outlets is to prove media coverage for the game and engage with fans that cannot attend	Expectations are met if the broadcast is smooth, engaging with little error, and have at least 5% of the audience attend a future baseball game.

Coral Gables/Miami-Dade Community Members	Show up to the game and buy tickets/merchandise to support the cause the game is promoting	The expectations are for the community of Coral Gables to come out and support their local school's baseball team and help raise money for the Boys and Girls Club by buying tickets and merchandise	Expectations are met if over 1,250 non-student tickets are sold
Fans	The game cannot generate revenue or stadium energy for the actual Miami baseball game following this charity alumni game without fans paying and actually attending the game.	The expectations are for older Hurricanes fans that live in South Florida (ages 40-65), to be incentivized to come back to the field and watch their favorite athletes from their time. On top of that, current Hurricanes would be incentivized to watch former Canes legends in action, and potentially gain an understanding of the legacy they left behind. This combination of factors, plus the low price of tickets, should cause an ample amount of fans to attend the game	Expectations are met if a minimum of 2,000 fans attend this charity alumni game which will generate revenue
Students	The students are some of the most avid and energetic fans in the stadium. Student attendance is essential to the event's atmosphere.	The expectations are for Miami Students to claim their free tickets and attend the event. Additionally, the goal is for the students to purchase discounted guest tickets.	Expectations are met if 750 students attend this event and at least 15% purchase guest tickets too.
Miami Athletics Event Operations Staff	The game cannot be held without a, parking staff, vendors, announcers, medical staff, ticket staff, game day operations and a cleaning crew	The expectations are to host a safe and fun event for all families, fans and attendees so that everyone leaves the game satisfied and positively affected.	The expectations are met if the event staff run this event successfully with as little error as possible and the event runs as smoothly as possible.

Security	The security team is the most important stakeholder. If a crisis occurs, it can cause tragedy while also severely damaging the image of the University of Miami	The expectations are that there are no severe incidents to occur at this event and if there is one, it to be shut it done swiftly and safely	Expectations are met if the event runs smoothly with no severe incidents. As long as safety is ensured and the charity alumni baseball game is played, the expectations are met.
Business Sponsors	With a \$25,000 budget it is essential the sponsors are partnered with in order to spend more on the in-game experience for the fans while also helping to market the charity alumni game even further. With the sponsors, the expenses can exceed \$25,000 and overall improve the quality and experience of the alumni game. The sponsorship is not limited to cash either. They also can be provided with value-in-kind such as apparel or accessories that can even further enhance fan experience	The expectations of these sponsors are to provide finances, publicity, and/or any other value-in-kind for the event	The expectations are met if at least 5 sponsors are partnered with. This ensures the \$25,000 budget can be exceeded to further enhance the charity alumni game experience and publicity.
UM TV	While some fans may not be able to attend the game, it's essential for there to be media and broadcast covering this game. There is potential to bring back a return customer who watches and enjoys the game and decides to attend a future Miami Baseball event.	The expectations for the media is to promote the event to fans who may be unable to attend the event in person through various media platforms, as well engage with fans and attendees.	Expectations are met if the broadcast is smooth, engaging with little error, and have at least 5% of the audience attend a future baseball game.
School: University of Miami	The event cannot have University of Miami attached to its name unless the University of Miami approves the use of the name for this event.	The expectations are to use their name , athletic department, sponsors, event staff and media outlets to ensure the event runs smoothly and effectively.	Expectations are met if the University of Miami approved the use of their name for the event.
Umpires	The event cannot be run without umpires to officiate the game to ensure fairness and proper rule following for the charity Alumni Game.	Expectations for the event is that we have umpires available to work the game.	The expectations are met if the umpires show up and officiate the game. Questionable calls may be made but that is not an issue of concern for this event. The umpires are needed for this event to run at all.

University of Miami Alumni Association	The alumni association is an integral part of this event. This event cannot be run without the alumni. University of Miami Alumni Association is responsible for recruiting former Miami athletes to play in the charity Alumni game but also inviting Miami alumni to attend and watch the game.	Expectations of the Alumni Association is to market the event to the Alumni Network, to not only persuade the former athletes to participate, but also get former Canes to know of and want to return to watch the game	Expectations are met if at least 50 former athletes are reached out to with at least 22 of the former athletes playing in the game. The expectations also consist of at least 1 mass communication sent out to all alumni in the University of Miami Alumni Association with at least 15% of the alumni game attendance being alumni.
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Sponsorship Plan

Proposed Sponsor	Rationale for fit	Assets	Activation
Burger King (Fast Food) [\$5,000]	The burger king headquarters resides in Miami, so there would already be incentive to provide support to a local event	20.5 feet high by 63.5 feet wide Jumbotron with advertisement space on screen, University of Miami alumni website with advertisement space for highlighting sponsors, Miami mass emails for events with sponsors attached to the event, ticketing booth at the front. Stoppage between innings with microphone to announce sponsors and slots for sweepstakes.	Play the shuffle game on the jumbotron with 3 burger king crowns. Fans must scan the QR code first. If a fan gets it right they can redeem a free burger at their local Burger King. Helps Burger King gain customer data. Logo on tarp covering ticketing booth
Adidas (Apparel) [\$5,000]	Already an apparel sponsor for Miami, it would be a conflict of interest to go with another apparel brand	Already sponsors University of Miami athletics. Jersey advertisement slot. 20.5 feet high by 63.5 feet wide Jumbotron with advertisement slot for sponsors University of Miami alumni website logo space highlighting the sponsors, Miami mass emails about the event with sponsors attached to the event, logo space on tarp that covers ticketing booth, stoppage between innings with microphone with opportunities for sponsorship shoutouts.	"Adidas Miami Alumni Baseball Game" Logo on tarp covering ticketing booth
UHealth (Health) [VIK]	An established health sponsor as well as an extension of the school itself	Already sponsors University of Miami. However, there is a ticket booth with sponsor slots. Slots also on Miami Alumni website. Ad space on 20.5 feet high by 63.5 feet wide Jumbotron. Logo space on tarp on ticketing booth	UHealth Booth outside of the stadium that gives information about living a healthy lifestyle. Fans can then sign up their information and spin a wheel to win a water bottle, rubber band bracelet, drawstring bag, or Uhealth pen. Logo on tarp covering ticketing booth

<p>Seatgeek (Ticketing) [\$5,000]</p>	<p>Chose them over ticketmaster because seatgeek tickets are cheaper and are more user friendly</p>	<p>Flag advertisement space. 20.5 feet high by 63.5 feet wide Jumbotron for sponsor shoutouts , University of Miami alumni website logo slots for highlighting sponsors for the event, Miami mass email marketing with sponsors in the body of the email, stoppage between innings with microphone for possible sponsor activation opportunities.</p>	<p>Outdoor Seatgeek flag at ticket table. Tickets available through Seatgeek. Official ticketing sponsor.</p>
<p>Salty Donut (Desert) [\$1,000 and VIK]</p>	<p>Local small business that provides delicious desserts and a calming business environment</p>	<p>Logo space on tarp covering ticketing booth. QR scannable Jumbotron for sponsorship activation. 20.5 feet high by 63.5 feet wide Jumbotron to highlight key sponsors, University of Miami alumni website logo slots to shoutout sponsors for the event, Miami mass email marketing for the event with sponsors listed at bottom, stoppage between innings with microphone for possible sponsor activation opportunities such as giveaways and games.</p>	<p>Promote a custom donut challenge. Have the QR code for the website with the web address appear on the jumbotron. Have a hashtag such as #SaltyDonutChallenge that goes along with the challenge too. Most retweets/likes of the challenge gets their donut actually made and free donuts for a month (limit of 1 per day) Logo on tarp covering ticketing booth</p>
<p>Modelo (Beverage) [\$2,500]</p>	<p>Established alcohol sponsor of the University of Miami athletics</p>	<p>Opportunity to sponsor a fan cam. The fan cam will be shown on the 20.5 feet high by 63.5 feet wide Jumbotron with advertisement space on screen. University of Miami alumni website logo spaces for highlighting sponsors for the event, Miami mass email marketing with sponsors associated with the event in the email stoppage between innings with microphone for possible sponsor activation opportunities.</p>	<p>Modelo Fan Cam. Shown minimum of twice. Logo on tarp covering ticketing booth</p>
<p>WholeFoods (SuperMarket) [\$1,000 and VIK]</p>	<p>Established a supermarket that supports local farmers and producers. Supporting is a common theme for sponsorship and WholeFoods fits perfectly.</p>	<p>Opportunity to sponsor a 40 yard dash. 20.5 feet high by 63.5 feet wide Jumbotron with advertisement space on screen, University of Miami alumni website with advertisement space for highlighting sponsors, Miami mass emails for events with sponsors attached to the event, ticketing booth at the front. Stoppage between innings with microphone to announce sponsors and slots for sweepstakes.</p>	<p>Wholefoods 40 yard dash (2 kids from crowd). To occur in between the 2nd and 3rd inning. Winner gets a WholeFoods gift card. Logo on tarp covering ticketing booth</p>

SirPizza (Pizza) [VIK]	Old sponsor of University of Miami. Great to bring back for nostalgia effect.	Access to alumni for food after the game. Logo on space on tarp of the ticketing booth. 20.5 feet high by 63.5 feet wide Jumbotron with advertisement slot for sponsors University of Miami alumni website logo space highlighting the sponsors, Miami mass emails about the event with sponsors attached to the event, stoppage between innings with microphone with opportunities for sponsorship shoutouts	Provide pizza to the alumni after the game. Logo on tarp covering ticketing booth
Dade's Heritage Trust (Preservation) [\$500 and VIK]	Largest preservation organization in Miami-Dade. Sustainable organizations within sponsorships are important for public relations	Opportunity to be the sponsor of sustainable trivia. 20.5 feet high by 63.5 feet wide Jumbotron with advertisement space on screen, alumni website with advertisement space for highlighting sponsors, Miami mass emails for events with sponsors attached to the event, ticketing booth at the front. Stoppage between innings with microphone to announce sponsors and slots for sweepstakes.	Sustainable Trivia sponsored by Dade's Heritage Trust: Pick a random fan and if they get the Trivia right they win a free pass to one of the Museums

Event Timeline

March 1, 2023

12:00 P.M.

Contact SirPizza about sponsorship catering

March 2, 2023 (Day of Event)

10:00 A.M.

Game day staff/vendors arrive

10:15 A.M.

Meeting with staff to go over game day timeline

10:30 A.M.

Security meeting

Confirm that emergency exits are clear and properly marked

10:50 A.M.

Set up sponsorship entities and tabling

11:30 A.M.

Ensure set up of all necessary facilities and equipment is complete, including security checkpoints, ticketing booths, and concession stands

12:30 P.M.

Alumni start arriving

Meeting with umpires

1:00 P.M.

Meeting with alumni

Doors open for fans

1:30 P.M.

Alumni warm up

1:45 P.M.

SirPizza is ordered

1:50 P.M.

Pre-game introductions

2:03 P.M.

National anthem plays

2:05 P.M.

Game starts

Between top and bottom of first inning:

Modelo Fan Cam

Between first and second inning:

#SaltyDonutChallenge

Between top and bottom of second inning:

Dade's Heritage Trust Trivia

Between 2nd and 3rd Inning:

Whole Foods 40 yard dash

Between top and bottom of third inning:

Modelo Fan Cam

Between 3rd and 4th inning:

Burger King Shuffle Game

Between top and bottom of 4th inning:

Sponsor Recognition on Jumbotron

4:00 P.M.

Game ends

4:05 P.M.

Kids with premium tickets go onto field

Outside Event Tabling Clean Up

4:35 P.M.

Kids leave field

Minor Inside Stadium Cleaning

Event Evaluation

Whether or not this event is considered a success relies on the completion of the three main goals. The goals consist of profits raised for the Boys and Girls Club of Miami-Dade, attendance of the University of Florida game that occurs right after the Canes Legacy Game, and social media reach. In terms of attendee experience, emails will be collected upon purchasing a ticket. Immediately after the game, an email will be sent with an incentivised survey that will give a 10% discount on the attendee's next ticket purchase if filled out. Social media is important because for those who couldn't attend, it is essential the game still reaches them and leaves an impression. Thus, even if the fan doesn't purchase a ticket to this Canes Legacy Game, they may come back in the future if they had a positive experience from watching the game or seeing highlights. This can be tracked through the hashtag: #caneslegacygame24, locational tagging and social media sentiment about the event. With that being said, the sponsors are an important group to maintain a relationship with, and will certainly be asked about their experience as a sponsor and the effectiveness of the sponsorship in terms of growth, engagement and impressions. The goal is to continue to have a great relationship with them and potentially have returning sponsorship for the next time this game is played.

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Appendices

Appendix A: Sample Merchandise



Appendix B: Sample Jumbotron Advertising

