

Modern Marketing of Education-Based Athletic Programs

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A large pile of light-colored wooden question marks of various sizes, some in sharp focus and others blurred in the background, creating a textured, three-dimensional effect.

Why?

- Grabs Attention/Elicits Response
- Foundation for Your Identity
- Builds Culture
- Establishes a Bond & Can Unite
- Fosters Recognition & Loyalty
- Cultivates Pride, Honor & Excellence
- Different than the school next store or 5 hours down the road
- Set Expectations
- People Crave Consistency
- Its Your Reputation

What?

Logo(s)

Colors

Mission/Tag
Lines

Font(s)

Messaging –
Signage, Goals
& Initiatives

Marketing

Uniforms &
Merchandise

Social
Media/Website

Facilities

Traditions &
Culture

People

Product On &
Off the Field

“Your **BRAND** is
essentially your
REPUTATION”

Marty Neumeier

A diverse group of people, including men and women of various ages and ethnicities, are shown from the chest up. They are all cheering enthusiastically with their mouths wide open and their fists raised in the air. The background is dark, making the people stand out. The overall mood is one of excitement and unity.

Who...Effects Your Brand?

- EVERYONE IN YOUR PROGRAM &/or SCHOOL
 - AD
 - Student-Athletes
 - Alumni
 - Administration
 - Band
 - Coaches
 - Parents
 - Student Body/Fans
 - Vendors



Get Input & Get Buy IN

- Current Students and Student-Athletes
- Current and Past Faculty & Staff
- Administration*
- Current and Past Coaches
- Alumni
- Community Members & Parents(in some cases)
- Vendors



Make It Simple, Consistent & easily replicated

#EagleCountry



#ProtectTheNest



#TheStead

Make It Simple, Consistent & easily replicated

#oneMET



#LetsGoMets



Branding Guide

- Color Codes – Consider the # of Colors
- Logo(s) – Alt Logos?
- Font(s) – Redzone Classic
- Mission Statement
- Values/Goals
- Set Expectations!
- 3rd Party vendors



ATHLETICS
“LEAD, COMPETE, EXCEL”



HEX

Green C2D84C

Blue 5394C7

Plum 641C51

RGB

Green 194, 216, 76

Blue 83, 148, 199

Plum 100, 28, 81

CMYK

Green 28/1/87/0

Blue 67/32/5/0

Plum 59/99/38/30



College/Pro Feel

A large, white, single-story building with a sign that reads "YOU ARE NOW ENTERING EAGLE COUNTRY". The sign is painted in blue and red lettering. Above the sign is a rectangular vent. Below the sign, there is a blue door and a small palm tree. A chain-link fence is visible on the right side of the building.

YOU ARE NOW ENTERING
EAGLE COUNTRY

Facilities



Limited Facilities? No Facilities?

Turn Partnerships into Marketing Power



School Administration Partnerships

Align athletics with academic scheduling to increase usable space.



Facility Partnerships

Secure reliable community locations and create a branded presence.



Vendor Partnerships

Think Outside the Box

Both Sides Have Wants, Needs and Goals

Guerrilla Advertising Strategies

SPRINGSTEAD HIGH SCHOOL
2022-2023
FHSA - 6A

**Fred E. Rozelle
Sportsmanship
Award Winner**

**GAMEDAY
WHITE OUT!**

CENTRAL @ SPRINGSTEAD • VOLLEYBALL - JV @ 5:30/ Varsity @ 6:30

 #WingsUp

Springstead Athletics
Cumulative Student-Athlete GPA

3.244

2022-2023 School Year



Social Media/Marketing

Starting Five



KHALEEL
WASHINGTON



RILEY
JONES



JAVON
RAYE



JAYSON
WILLIAMS



TIM
JOHNSON



Social Media Teams Build a Team. Build a Brand.

Staff & Coaches

- Share content and support messaging

Students & Groups

- The best creators already walk the halls

Student-Athlete Leadership Team

- Leadership through storytelling

Media & Live Stream Team

- Students run graphics, cameras, and game-day content

Volunteer, College & Career Opportunities

- Service hours and real media experience

Website

CONFERENCE SCHOOLS

Sign up for Alerts Admin | Q

Springstead Eagles

FALL WINTER SPRING PHOTOS WATCH CALENDAR ONLINE TICKETS MORE

f

Twitter icon

Ads by Google

Send feedback Why this ad?

FEATURED



SPRINGSTEAD HIGH SCHOOL

BOYS SOCCER TRYOUTS

OCT 17, 18, AND 19 - 4:15 - 6PM

BOOSTER FIELD AT SPRINGSTEAD STADIUM

REGISTRATION MUST BE COMPLETED ON ATHLETIC CLEARANCE TO BE ELIGIBLE TO TRYOUT. FOR QUESTIONS OR CONCERNS EMAIL COACH MANCIE

MANCIE_K@HCSB.K12.FL.US

EAGLES NEWS · OCT 26

Certified Athletic Trainer Needed

EAGLES NEWS · OCT 16

Link to tickets for 10/16/2023 Volleyball Game

EAGLES NEWS · OCT 12

Boys Soccer Tryouts October 17th, 18th & 19th 2023

LATEST PHOTO GALLERIES



VIDEO HIGHLIGHTS



0 New Alerts

Help

Survey





Uniforms/Merchandise

Messaging/ Signage

A SPRINGSTEAD HIGH SCHOOL SPECTATOR WILL...

- RECOGNIZE & ACKNOWLEDGE OUTSTANDING PERFORMANCES BY ATHLETES ON BOTH TEAMS.
- RESPECT DECISIONS MADE BY CONTEST & SCHOOL OFFICIALS.
- REFRAIN FROM TAUNTING, BOOING, HECKLING & THE USE OF INAPPROPRIATE LANGUAGE.
- ATTENDANCE AT THIS CONTEST IS NOT A LICENSE TO VERBALLY ASSAULT OTHERS OR TO BE GENERALLY OFFENSIVE.
- RESPECT ATHLETES, COACHES, OFFICIALS & FANS.

BE A GOOD SPORT!



SOAR



Show the way: I am a leader in the classroom, on the field & court and in my community. "I am a picker-upper, not a passer-byer."

One: I am an Eagle, We are Springstead. 15 Sports, 32 Teams, 1 mission

Academics: One day the game will come to an end, I must be a student first.

Respect: I have respect for myself, my teammates, my coaches/teachers/parents, the game, the officials, and the opposing team.

SPORTSMANSHIP

- FHSAA Fred E. Roeszelle Sportsmanship Award
 - 2009-2010 & **2022-2023**
 - **LET'S GO BACK TO BACK!**
- Represent Springstead with class
 - Coaches - Parents - Administrators
 - Student-Athletes - Fans - Volunteers

CONSEQUENCES

- Stoppage of game
- Can and will be removed from game
- Possible trespassing for rest of the season

SPRINGSTEAD ATHLETICS MISSION, OBJECTIVES AND GOALS

- Academics, Academics, Academics
- Health & Safety of Student-Athletes
 - New Certified Athletic Trainers
 - Whole Student – S.O.A.R.
- School/Community Pride
 - Top Notch Facilities & Coaches
- WIN- County, Conference, District and State Level
- Doing it the right way - FHSAA and HCSD



People & Culture



Infiltrate All Areas of Your School



THE 7 P's of Marketing

Product

Understanding “customer” needs, innovating and continuously improving our offerings.



Huddle Up: Define Our Product

What would we consider to be our product?

- How is our program different from surrounding area or rival schools?
- What are our "flagship products" or "things we hang our hat on"?
- What is one area that we could rebrand or improve moving forward?



Price

- Investment
- “Free” Public Education
- Athletic Fees & Tickets
- Concessions
- Sponsorships & Partnerships
- Non-Tangible Costs
 - Time –Parents & Students



Price Point: Participation and Perception

What does it "cost" to participate in our program?

- Is this pricing similar to schools of the same structure, area or size?
- If we asked our stakeholders what they perceive to be the value of what they receive – would this feedback be positive or negative?
- Does our program feel like a premium experience or a basic one?
- What is one area that we could improve moving forward?



BRUIN INVITE

MEET DAY



Benton River Center

Place

- How/Where people receive our product
 - Physical Campus
 - Athletic Facilities = Front Porch
 - Website/Social Media = Cover of Your Book
 - Every Game/Event is recruiting visit!



The Power of Home



Do our facilities communicate our program's identity?



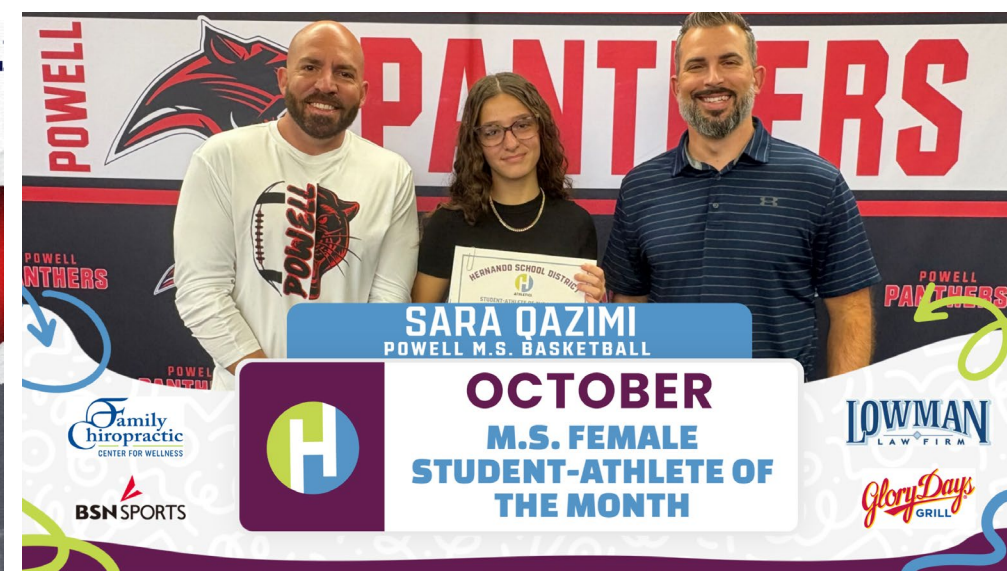
If we borrow/rent/lease/rotate facilities - how do we create a sense of home?



What would make our venues feel more branded to our identity or more student-centered?

Promotion

- Advertisement/Promotions
- Gear/Merchandise
- Community & Campus Engagement/Community Service
- Events Surrounding the Game
- Public Relations/Traditional Media/Press/PA
- Use best communication tools to meet/reach the targeted audience.
- Generate awareness, interest and desire for the product(FOMO).
- Create a message that drives “customer action”.
- Highlight benefits and how you differentiate from competitors.



Sharing the Spotlight: Promotion



How do we celebrate athletes beyond the wins?



What promotional strategies have worked best for our program?



How active is our program on the school website and social media platforms?



What is a new promotional idea that we have been wanting to launch or seek feedback on?

Process

- Paperwork Compliance
- Parent Meetings
- Ticketing
- Games/Tournaments
- Platforms
 - Skyward/PowerSchool
 - HonestGame
 - AthleticClearance/FinalForms
 - ParentSquare
 - SportsYou
- Streamlining Communication & Procedures
 - Phone/Email/Text/SportsYou
 - Appointments
 - Chain of Command

- Enhance “customer” experience
 - Consistency
 - Efficiency
 - Simplify
- Communication
 - Trust



Game Plan: Fixing the Process

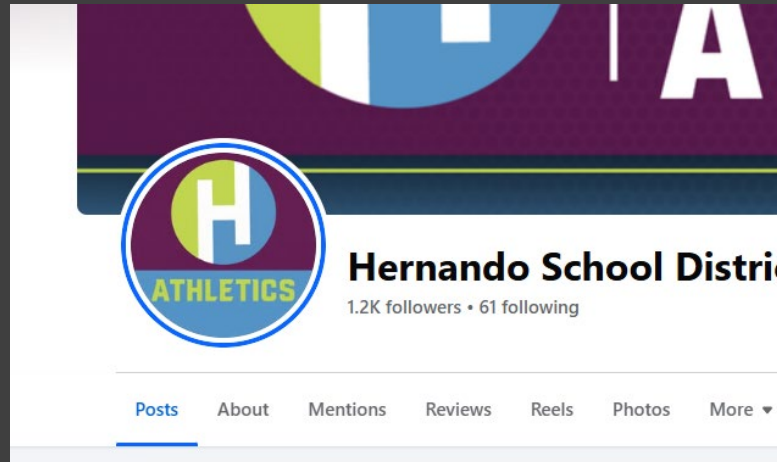
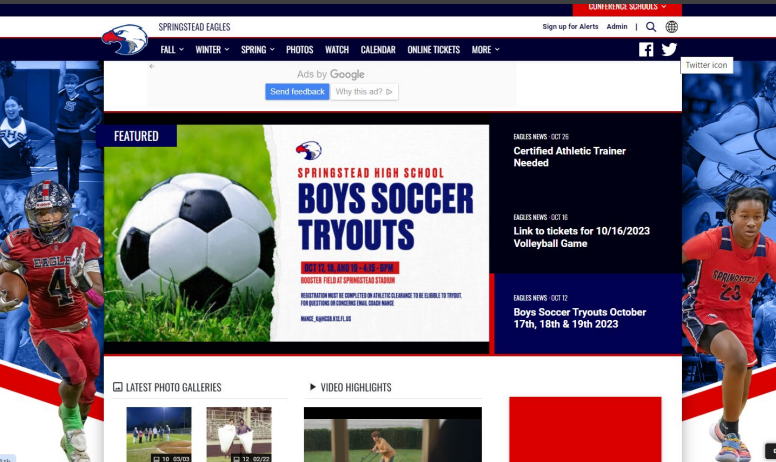
- Where do stakeholders struggle with our current processes?
- What experiences feel confusing or frustrating to families?
- Could automation or templates save us time?
- Could we implement student groups or committees in certain areas?
- What would a seamless athletic experience look like from start to finish?





Physical Evidence

- Everything the “customer” observes while engaging in your “business”.
- Physical Environment/Facilities
 - Cleanliness
 - Green Space
 - Upkeep
 - Design
- Branding
- Brochures/One Pagers
- Website & Social Media
- Packaging?



What Story Are We Promoting?

- What visual cues communicate our brand?
- Are our logos/colors consistent?
- What physical elements make our program look professional?
- What is one area we could upgrade to match our brand?

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PROGRAMS QUALIFIED FOR STATE

NEW SCHOOL RECORD



People

- Any employee/staff that interact with “customers” and deliver the service.
 - Secretaries
 - Custodians
 - Coaches
 - Athletic Director
 - Gate Workers
 - Concessions
 - PA
 - Admin
 - Teachers
 - Counselors
 - SRO/Guardian
- Competence, attitude and behavior matter.
- Customer service mentality(Publix vs. Wal-Mart)
 - Accountability and firm...but show you care



Final Huddle: Recruit, Retain, Maintain

- How do our coaches contribute to the brand?
- How do our athletes enhance the culture and storytelling?
- What expectations do we or can we set for staff regarding brand representation?
- How can we use our people as our strongest promotional asset?
- How do we retain and maintain our stakeholders moving forward?



Questions? Thank you for all you do!



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FIAAA DISTRICT 5 DIRECTOR

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**HERNANDO SCHOOL
DISTRICT ATHLETICS**



HERNANDOSCHOOLS.ORG



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eStem Public Charter Schools