

# Experiences in Sporting Events HFT3391-22Fall 0W61

Ms. Felice Jones- Term Project Presentation. November 2022



## THE ULTIMATE FAN EXPERIENCE

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### LOW (DIMINSHING) ATTENDANCE

- Commitment, time, monetary & social factors
- E-sports & alternative activities.
- Technology: games can be watched from anywhere.
- Marketing department targeting.

### FANS EMOTIONAL NEEDS

- We need to fulfill our belonging, identity, enrichment, & release.
- The need states are emotional & complex. As illustrated, they can be mapped onto a spectrum of internal vs. external & security vs. openness.

### DESIGNING NEEDS BASED EXPERIENCES

- Community
- Access
- Self-expression
- Escape
- Discovery
- Acceptance
- Fun
- Exclusivity



### 5 TENETS (PRINCIPALS)

- 1) Knowing the target
- 2) Make it personal
- 3) Think holistically about experience
- 4) Engage year-around
- 5) Recognize loyalty

# THE PROBLEM!



# STUDY IN REFERENCE TO JAGUARS

## Deloitte study:

- Millennials & Gen Z.
- Insight, behaviors, preferences, etc.
  - Live sports franchises- social media platforms.
  - Engage fans for the future in content.
  - “Unexpected fun.”
  - Giveaways.
  - Modernized to fit their style.

## Fans Journey:

- Maintaining attendance.
- Enhancing the fan's environment..
- Technology, interaction, support & engagement.
- Communicates with the fans & team for behavior.
- Loyalty program.





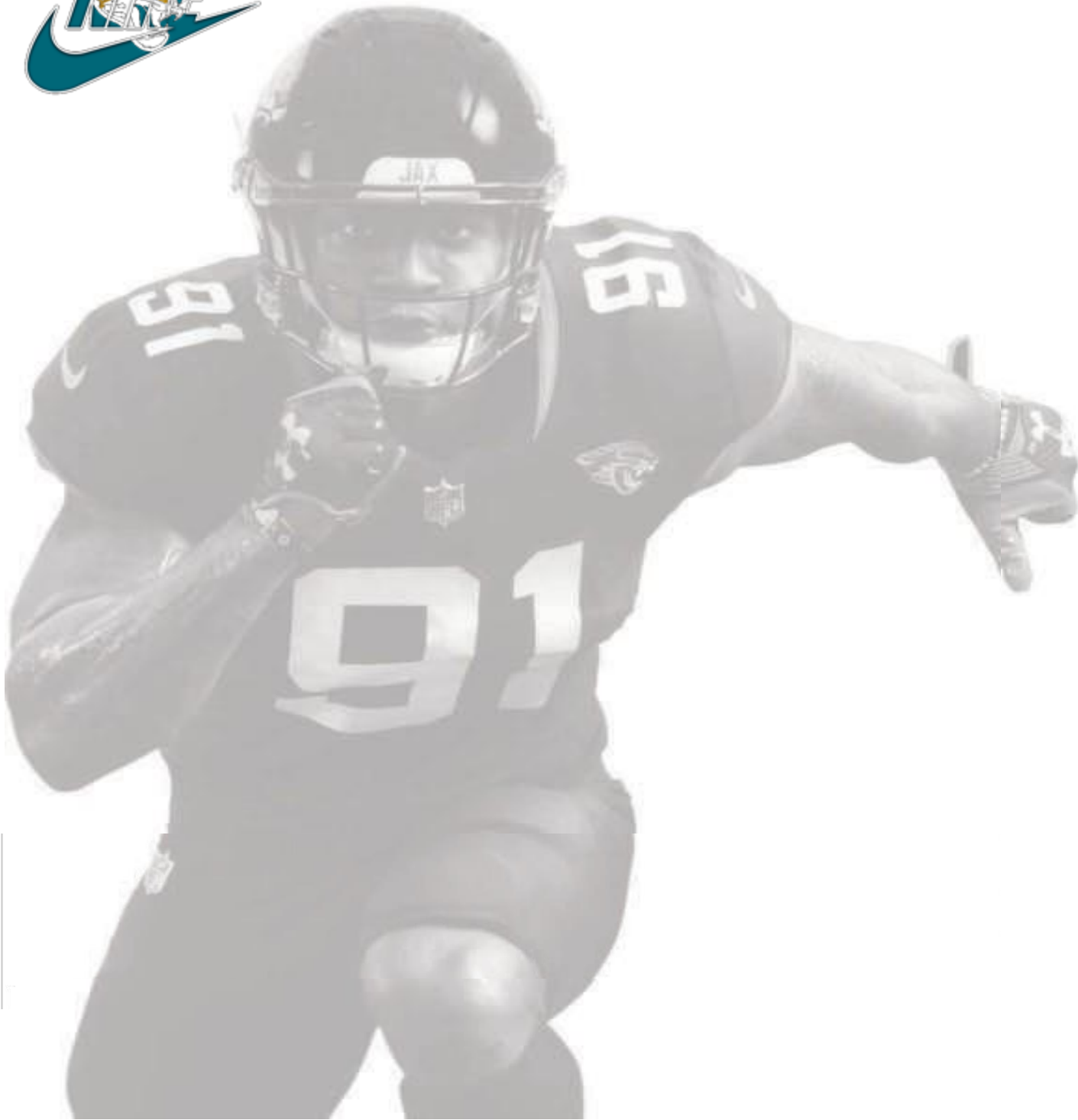
## VALUE ADDED

- "Jags Bucks," guess the score of the game to win.
- Gift card to winning number for jags merchandise.
- Gamifying the experience.
- Limited time offer per game.
- Customer loyalty.

## PRICE PROMOTION

- Limited Party Pack (4 tickets for \$89).
- Merchandise or food & beverage services.
- Beginning of season.
- Cheaper than cabanas.
- Didn't break the bank.

# SALES PROMOTION



WITH THE PROCESS OF EVERY FAN HAVING AN OPPORTUNITY THE FOLLOWING PARTICIPATION ACTIVITIES INCLUDE:

### TEXT TO WIN

At the beginning of every game for about 15 minutes, fans will text the number #5247 (JAGS), to correctly guess or predict the final score. Once the game is over the the final winner (if there is one) will receive a grand prize, meaning they have to stay till the end of the game to receive, but everyone else who participates & texts that number will receive a 10% discount on merchandise even if their guess is incorrect. This way all fans have the same playing field & will be an incentive to play.

### TWEETING TRVIA

Fans who are at the game will have Jaguar themed questions displayed on the video board, & the fans must tweet out their answers. If the fan doesn't have twitter they can easily download it & play along. Every fan who tweets out will get a special video message from one of the players thanking them for their participation & coming to the game. The fan who answers all the trivia right will receive an offer for a signed football from that player.

# IN-GAME PROMTIONS (GIMMICK)

# GAME PRESENTATION/PAGEANTRY

## 1) PAWTOGRAPHS

- Before the start of each game fans will have the opportunity for pictures with Mojo (our dog) & be able to share them via our sideline ribbons.



## 2) JAXSON JOKES

- During the beginning of a game, our mascot will make friendly jokes about some players as he introduces them (shown on big screen).



## 3) FOOTBALL FLICKS

- At the start of each game right before kick-off our team introduction hype videos of the players will play for fans to get ready to watch the game.



## 4) DANCE DUVAL

- The Jaguars fans will be able to show off their moves during the game for the specific fight song (not already played at games).

## 5) TEAL TIME

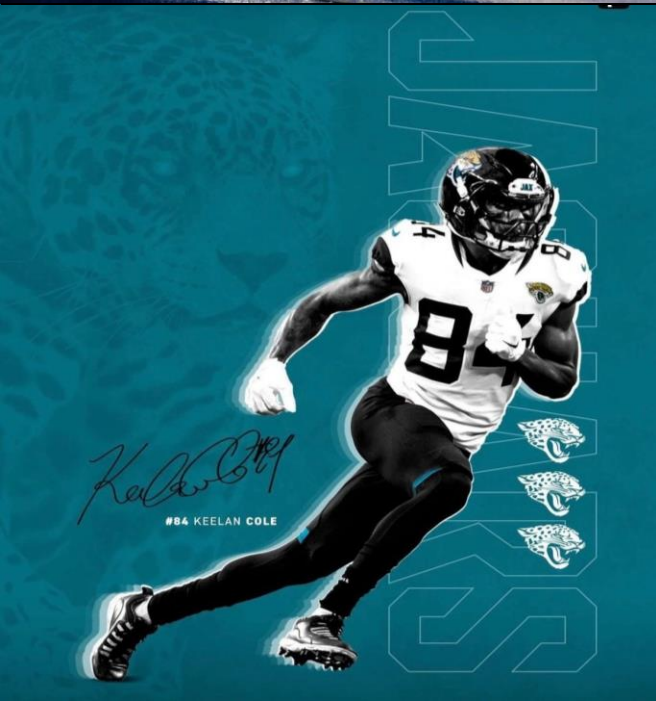
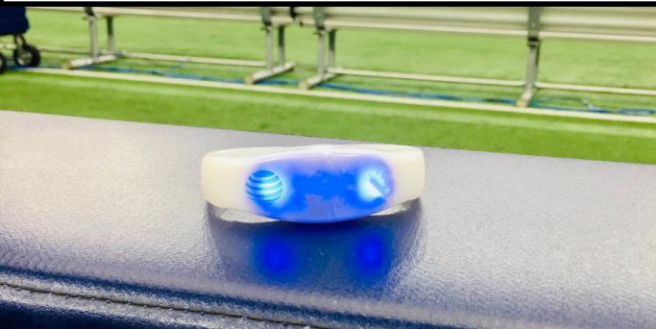
- To celebrate the new football season, Jaguars Team recognizes hardest working staff in an award of a game ball just like the players get. The fans will appreciate the team giving respect to everyone around them.



# TECHNOLOGY

If there was room in the budget for this than it would be a great technological advancement/ implement to our fans sport experience & team, we do not already have this.

- Crowd sync wristbands.
- Every touchdown scored the wristbands fans have will light up in unison.



# SERVICES & AMENITIES

- One area of opportunity to enhance the fan's sport event experience is selecting a group of emerging leaders to engage in exclusive professional networking workshops to the public for potential hiring or connections based to work with our partnerships (idea similar to UCF Athletics Tour- but in house).
- Another option is to promote the podcasts more through advertng to get the fans extra excited.



## JAGUARS

### Companies/ Partnerships

-Bud Light	-Pet Paradise
-Wells Fargo	-Magellan Transport Logistics
-Sysco	-Microsoft
-TIAA Bank	-Low6
-Mellow Mushroom	-FIS
-Florida Blue	-Coca-Cola Beverages Florida
-Publix	-Papa John's
-US Assure	-Publix
-Champion Brands	-Jacksonville Business Journal

## CORPORATE PARTNERSHIPS

### Podcast & Platform

-**Locked on Jaguars, Daily Daily Podcast On The Jacksonville Jaguars:**

Apple, YouTube, Tune-in, Amazon, Spotify, etc.

-**The Jacksonville Jaguars Official Podcast Network:**

Apple, Spotify, Tune-in, iHeart & Omny

-**Down by the Bank: A Jacksonville Jaguars Podcast:**

Apple, Soundcloud, & Audible.

-**Jaguars Happy Hour:**

Apple, Spotify, & YouTube.

**Jaguars Drive Time:**

Apple, YouTube, Tune-in, Amazon, Spotify, etc.







## 1) PARKING EXPERIENCE

- When a fan purchases a ticket the parking ticket option should be included instead of separately.
- Promote Park Mobile for advanced purchasing of game day parking, this can also be tied into the first one.

## 4) USHERS (SEATING EXPERIENCE)

- Jaguar's fans are technological therefore having screens that show where their seats are, like the airport sort of would-be great to add.
- Make sure the fans are sitting in the correct places by having staff know the rows, seats, etc. Having this implemented more for less problems.

## 2) ENTRY EXPERIENCE/TICKET TAKERS

- Know Before You Go Post, need to be added to all social media so fans can follow along & be prepared before showing up (this include mobile tickets, bags, etc.).
- Have service operations staff members have small maps on their IDs of the property to direct fans correctly in the right areas to avoid confusion.

## 5) INFORMATION KIOSKS/LOST & FOUND

- Being a very visual crowd, having an interactive type of signage like the theme parks would be useful when fans need access to these services right away.
- On each ticket purchased whether mobile or paper, having these locations listed or phone number is key information that shouldn't be left out.

## 3) SECURITY

- There's always more areas to add video surveillance that is being monitored by security staff at all types, maybe a cloud camera or sky camera would be a great addition.
- Monitoring social media comments, maybe have another person on staff to take care of this to make sure there is no incoming threats or potential harm.

## 6) BATHROOMS

- The less paper products the better, this keeps less trash on the ground, plus saves the environment with reduced waste.
- The design of the restrooms need to indicate with the green & red marks to show if it's available or not so people waiting are aware of what's occurring, currently there is only locks.

# CUSTOMER SERVICE



# C O N C E S S I O N S

Restaurants or concessionaires that would be featured as concession vendors within the stadium would be the following for fast for & quick bites that offers a unique variety of the most popular local cuisine/ places.

## 1) Burrito Gallery

- A reasonable restaurant that is all about passion for local art, good food, & tasty drinks. Our fans can grab & go with fresh burritos made to order on game days throughout the venue.

## 2) Tossgreen

- This fast-casual option is healthy for all of our attendees coming to the game looking to make the most out of their meal at a reasonable cost. What they have is salads, humus, smoothies, & more nutritious flavorful creations. I would compare this restaurant to a Fresh Kitchen or a Bolay-style place, however, they're not a chain.

## 3) Jumpin Jax House of Food

- Another casual restaurant that serves pizza, chicken sandwiches, & desserts that our fans can quickly get a slice or to-go meal for the day ahead. They have strong ingredients that are held to a high quality as well as a great environment.

## 4) The Happy Grilled Cheese

- Originally started as a food truck in Jacksonville has now become a restaurant that is fun & fast. Serving fresh melts, sides, & soups this is the place to go before a game.

## 5) Loop Pizza

- Juicy burgers, hearty salads, cheesy pizzas & hand-spun shakes. A jaguars tradition to make the family-owned pizzeria one for all fans to enjoy.

# FANZONE NEIGHBORHOOD

## LOCATION:

The Jaguars, This space will be indoors near the sky deck & on the 200 level, in close proximity to the family section. This will be an open area where fans can come up close to the glass window with lots of room to sit down & socialize with other jaguar friends.

## NAME:

**Chill Jaguars.** This lets our reputation speak for itself by being not extreme & consistent with the hype. Our Jaguars will still feel included in the game but just have an area where they can go if they just need a minute or more before getting back into the action.

## THEME:

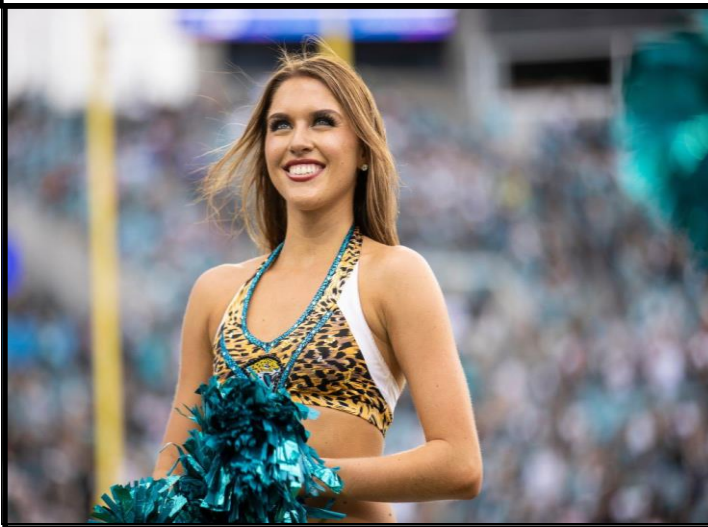
Theme should feel like a tropical beach vacay & be able to spend time with family & friends. fandom experience is to take a break from all of the craziness around them & go to a very cool location in the venue & regroup. To describe in detail the immense team to our team is that the jaguars are a fast-paced structured environment therefore to have somewhere that isn't as hectic or crazy would be perfect.

## CONCEPT:

This area needs to be open, therefore I don't see any reason why there shouldn't be at least 500 people in this area at once. What we could do to create & manage the flow through this area is zig-zag lines like the theme parks do. That way we do have unnecessary overcrowding. In general, the more open the space the better because it won't feel busy or too many people in one space at a single time. The flow should be consistent & with at least that many people it won't feel empty or anything else.

## SERVICE/AMENITIES

The some specific activities besides the simulation can be a picture spot to fit the entire family with the field in the background of course so these fans don't miss a second of the action, plus other programs like hula hoops & mini footballs. I would include this in our already purchased tickets.



# ENTERTAINMENT DISTRICT= JAGUARS CENTRIC

## FEATURES:

Dining- Not apart of nationwide chains include the following reasonable restaurants that are family friendly & apart of the theme [J-VILLE], mainly the bar food style.

- Jacksonville Sports Tavern (Local)
- Intuition Ale Works (Distillery)
- Ruby Beach Brewing Company (Pub)
- Dos Gatos (Mexican)

Hotel Lodging- Westgate Hotels

- Themed destination resorts with world-class amenities & superior service, perfect for family vacations.

Entertainment options- events, live music, thrilling attractions, delicious restaurants, trendy clubs, & comfortable accommodations.

## MUSICAL GROUPS FOR OPENING DAY:

### 1) FALL OUT BOY

Most recognizable music, plus this band has previously performed representing the Jaguars & are fans of themselves, which is pretty cool. With hit songs such as “Stressed Out,” & “Level of Concern” this rock band is a perfect fit for our fan base plus this team.

### 2) FOO FIGHTERS

Southern rock-type music, phenomenal reputation across all age groups & impactful to this generation. Major hits include “My Hero” & “Best of You” that are classic with our generation as well as iconic to the music scene.



## 1) FESTIVALS

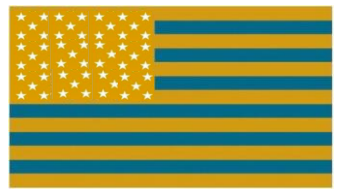
In pat of this stadium, as we have Jaguars Fan Fest, I think it would be a great idea to ad more festivals to our stadium. Even though we have concerts here having a festival like Blended or Bonnaroo Music & Arts would increase revenue as well as hype for our team being in the stadium or ground. PLUS GIVING THE FANS MORE OF AN EXPERIENCE AT THEIR FAVROITE FOOTBALL PLACE.



## 2) RUN WITH THE JAGS- STADIUMS.

In partnership with the Jaguars Foundation, this idea has been sparked from the world-famous venue Red Rocks. This running experience will have fans decked out in merchandise & able to contribute to the better of themselves as well as our team. For in-game this could be done before the full day of football.

# ADDITIONAL IDEAS



# CONCLUSION



## 1) TECHNOLOGY

Keeping the ultimate goal in mind which is to help make the live event experience as attractive as possible to current & potential attendees. With that being said the wristbands make the stadium stand out especially during night games & makes the fans feel inclusive.

## 2) PRICE PROMOTION

Having the party pack tickets, this allows more fans into the stadium generating more revenue for a better experience to everyone. Plus these tickets are together with other special offers that can include services & exclusive details for some upcoming games.

## 3) CONCERT/BAND

Of course bringing any type of musical guest to perform will bring in more attendance for games, especially with the artist provided, the exposure for our team will be unbeatable.

## 4) FOOD

With the eats being unique fans can experience another level of game days & want to purchase in house rather than before or after.



**THANK YOU!**



**SUNDAYS  
ARE FOR  
THE JAGUARS**

