

# *Revitalizing College Night*

*Not just a game, an experience*



# *Addressing Current Concerns*

- **Overall awareness/advertising.**
- **Promotional tactics used.**
- **Creating the experience that encourages student attendance game after game.**



# *Pre-Game Activities*

- **Common space for 21+ college students**
- **Tailgate Park**



# At Game Activities



- **Game**: beer pong with baseballs and baseball buckets

- **Raffle**: students give their email address to be entered in a prize giveaway

- **Prizes**: ticket to the next game, free beer ticket 21+, free hot dog ticket...etc

- **Goal**: promotional ideas to get them back to the game and to keep their interest at the game

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# *Post-Game Activities*

**-Ticket stub gives you discount  
for...(Gaslamp, Downtown, Food...etc)**



Sponsors

30TH AND ADAMS  
**POLITE PROVISIONS**  
Manufacturers  
of LOCAL TONICS,  
ELIXIRS AND CURES

**IRONSIDE**  
*Fish & Oyster*  *Made in San Diego*





Photo by Lyudmila Zotova

# *Consortium Holdings Properties*

## **Polite Provisions**

Offering their homemade tonics, elixirs, and cures all wrapped up in a delicious cocktail that is sure to get the attention of every guest. Owned and operated by Erick Castro, whom recently just released his industry documentary on the cocktail revolution and the surge in classic cocktails.

## **Craft and Commerce**

Offering menu items from their “Small Opportunities” menu, and creating exciting and original cocktails geared towards our target market.

## **Ironside Fish & Oyster Bar**

Offering unique seafood dishes that showcase the local selection of fresh fish and shellfish that will dazzle any crustacean aficionado. To pair with these delicious creations, beer and cocktails.





# *Transportation*

- Lyft code
- Discounted rides on college night
- Between certain hours
- Emphasizing “drive safe” program

**PADRES™**





# *Pilot Program for Colleges*

**-USD Athletics paid \$15 per student for a ticket and specialty hat. Likewise, they paid \$2,150 for 3 buses with 55 seats in each bus**

**-Students picked up their free Padres ticket at the box office and grabbed a free ride to the game on the buses**

**-Partnership with Lyft: USD Associated Students paid \$10,000 for 500 ride codes (each code includes 2 free rides) Students can use their two free rides anywhere in San Diego**

# Potential Ticket Pricing



# *Beyond College*



- Graduate Students up to two years post graduation
- Electronic ticket distribution with easy access to mobile devices for entrance and LYFT code
- Reduce prices and headaches of receiving tickets.

# *University Attendance Competition*



- Tracking each university's attendance for each game
- Open invitation to all universities in the Greater San Diego Area
  - Only Games 1 - 8
- Towards the end of the season when the 9th game would take place, only the leading attending school gains access to this premier event. A truly one of a kind marquee event that motivates each school to push student attendance.

# *New College Ambassador Program*

## **The interns will be required to:**

- Bring pilot program to each university
  - Find and set up sponsors for each game
  - Organize at game activities.
  - Find new and unique ways to reach a wider audience through promotional tactics
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# *How to reach other colleges*

## Through our Pilot Program:

- Greek Life
- Resident Life
- Athletics
- Building Relationships with other programs between schools to unify participation
- Create competition
- School Box Offices



# Budget = \$ 5,000

Purpose	Cost	Note
Photo booth	\$ 600 - 1,200	Rent for approximately 3-6 hours
Giveaways	\$ 1,500 - 2,000	Hats, T-Shirts, Towels, Phone cases, scarfs
Promotions	\$ 750	Food coupons, beer coupons
Snapchat geofilter	\$ 50	Can vary by size of location
Pre-game activities	\$ 1,000	Parking space, tents, tables, etc.
<b>Total</b>	<b>\$ 3,900 - 5,000</b>	



**THE SAN DIEGO PADRES WOULD LIKE TO WELCOME ALL COLLEGE STUDENTS TO COLLEGE GAME NIGHT**

SEC	ROW	SEAT
231	1	1



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*Sample  
College  
Night  
Tickets*



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**COLLEGE NIGHT RETURNS  
TO PETCO PARK!**

**BRING YOUR TICKET  
POST-GAME TO  
POLITE PROVISIONS FOR  
15% OFF A COCKTAIL!**

**OFFER ENDS AT MIDNIGHT!**

*Sample  
ads for  
Instagram,  
Facebook,  
Twitter, etc.*

**CALLING ALL COLLEGE STUDENTS**



**GET READY FOR THE NEW AND  
IMPROVED COLLEGE NIGHT SERIES**

# *How can we implement these great ideas?*

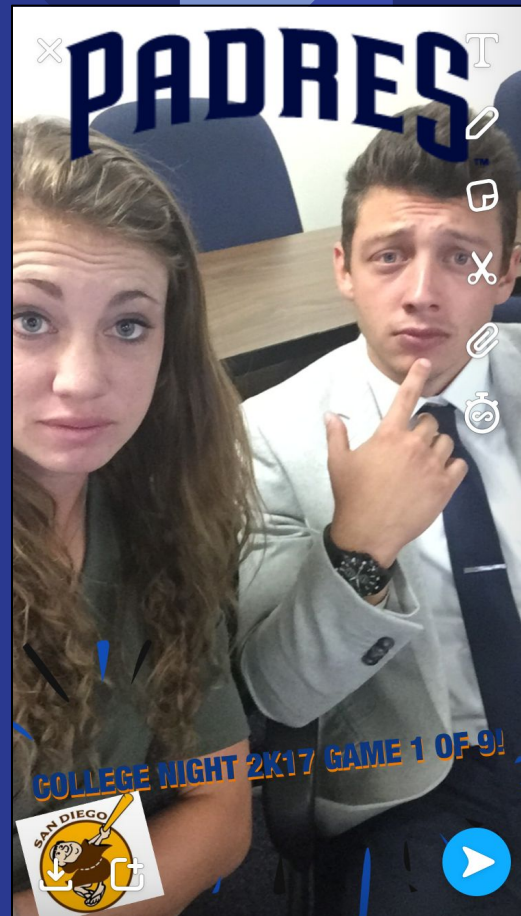
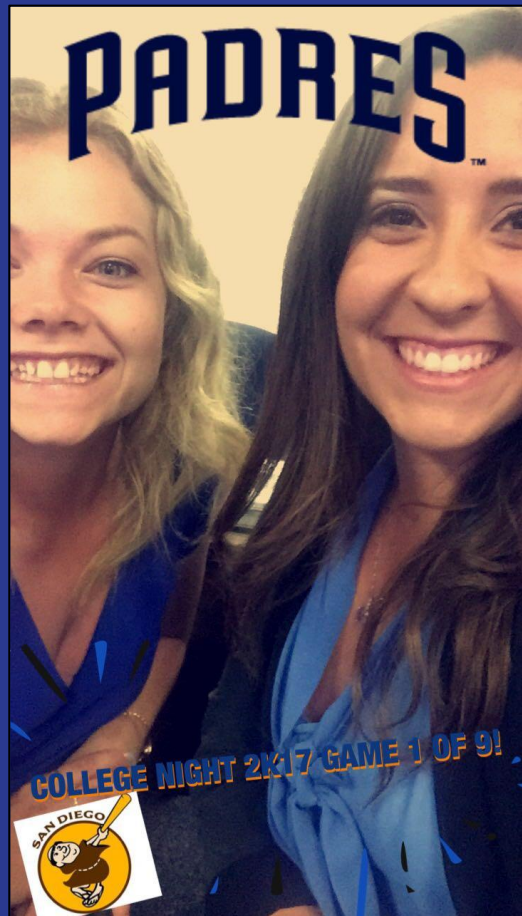


**Not only revamping college night, but doing it through the revitalization of the brand ambassador program**

- **Created a new College Relations Internship**
- **Reallocating the work to the College ambassador program**
- **Use college interns to help reach the college community**

# *Getting Involved with Snapchat*





# *Thank you for listening!*

- Alec Palmer - Lead Presenter
- Amber Michel - Lead Presenter/At Game Experience Manager
- David Smith - Lead Presenter
- Talia Londos - College Relations Internship Co Director
- Erica Ramirez - PR and Advertising Director
- Leon Mueller Wiesen - Budget Manager
- Makenna Kovach - PR and Advertising Director
- Sam Stephens - Research Director
- Caitlin Teno - College Relations Internship Co Director
- Shaoyang Jin - Associate

Sincerely,  
Your Padres Ambassador Team