Engaging fans a critical goal for sports business entities

It’s a simple concept. Apart from winning, engaging fans is the number one way for sports teams, leagues and other entities to succeed. In fact, the winners want to engage their fans, too. Everyone in sports management, on all levels, wants to maximize the fan experience, whether the faithful are at the venue, at home in front of their new big screen HDTVs or on the Web, surfing for fantasy league stats or streaming video highlights.

Interaction is high on today’s list for boosting the fan experience. To give fans a chance to experience the action and be a part of the game, race or event is the Holy Grail of the fan experience. But since that isn’t realistic, some smart companies are providing the next best thing, whether that means a ride in a pace car, the chance to stand in the winner’s circle or the opportunity to hear Marcus Allen deliver a “chalk talk” prior to the Super Bowl. Other companies may provide “value added” products and services, like crowd card stunts, high-flying blimps or the “coolest” food and beverages.

Bottom line, enhancing the fan experience is good for everyone involved, but for teams, leagues and other sports associations, it has the added benefit of providing a perfect way to promote a sponsor, build interest, boost retail sales and grow attendance from both new and existing fan bases.

In this Fan Experience special section, we profile some of the smartest, most innovative companies using their diverse strategies, technologies and services to connect fans with their sports in some very dramatic, important ways.
INDYCAR: I AM INDY UNVEILED

For the 2006 season, the IndyCar Series has reinvented its marketing message and connection to fans. To do that, it created a unique campaign featuring the tagline “I am INDY.” The idea is to focus on the individuality and uniqueness of the IndyCar Series and its fans.

“Most of all, we believe the ‘I am INDY’ idea will mean different things for different fans,” says Mike Ringham, vice president of marketing for the Indy Racing League. “For example, for one fan, it can mean the excitement of the pack roaring down the home straightaway. For another, it can mean sitting at home, watching three cars cross the finish line within a split second. For a third fan, it could mean going to every Indy 500 since 1970.”

The “I am INDY” strategy came out of an alliance between the IndyCar Series and Hollywood-based Simmons-Abramson Marketing, which is a partnership of rock legend Gene Simmons and entertainment industry veteran Richard Abramson. Simmons-Abramson will work in marketing events, public relations, sponsorship, merchandising and branding efforts. And much of its focus will be on creating a stronger bond between IndyCar Series racing and its fan base, both current and future.

Part of that is the “I am INDY” campaign, an effort anchored by a signature song co-authored by Simmons. According to Ringham, with its growling affirmations and foot-stomping sensibility, the “I am INDY” song forges a resonant link between the drivers and the IndyCar Series fans.

The effort also marks the first official theme song for a modern professional sport, says Ringham, who adds that the song can be found online by visiting www.IndyCar.com.

For corporate sponsors to take advantage of this new frontier between IndyCar racing and its fans, Ringham says the IndyCar Series offers an outstanding on-track product, featuring “some of, if not the best, racing” anywhere.

“We could use more teams and more sponsors, of course,” according to Ringham, the “I am INDY” campaign is about building on the brand equity that is The Indy 500, the world’s greatest auto race. “That’s a tremendous point of difference from all other forms of motorsport,” he says. “All of our event fan experiences — access to drivers, great competition, ‘on the edge’ extreme action, the spectacle and the party that is the Indianapolis 500 — all of those go towards building our connection between the IndyCar Series and our fans.”

CHAMP CAR WORLD SERIES: GREAT RACING AND MORE

Whether it takes place on the streets of Long Beach, Calif., Toronto, Canada, or at exotic locations like Mexico City or the Australian Gold Coast, a Champ Car World Series (CCWS) event is never just a race. It’s a “three-day festival of speed.”

The Champ Car World Series transforms a downtown into a multi-faceted street festival, with a full slate of activities, both at the event and throughout the host city, built around the race itself.

“Competition-wise, Champ Car racing is an American interpretation of European-style Grand Prix racing, but our events are much more than just the racing,” says Garrett Mudd, vice president of marketing at Champ Car. “They also include concerts, extreme sports, boxing matches — and they all can be accessed with a single ticket.”

Champ Car also offers some very exciting fan participation programs. One, the “Fast Lap” program, makes Champ Car the only racing series that takes a fleet of high-performance Ford vehicles (the Series’ Official Pace Cars) to every race, with a team of seven professional women drivers to handle the cars. The Fast Lap program offers fans the chance to experience the race course first-hand by taking a ride around the track at full speed, sometimes in excess of 150 miles per hour.

“If fans can buy Fast Lap rides online in advance or right on-site during the event,” Mudd says of the unique program. “Fans who take a
A fan experience unlike any other. GUARANTEED

Your fans are a loyal, dedicated breed. Here’s your chance to return the favor while extending your organization’s brand.

RAZORGATOR/PRIMESPORT FEATURES:
- Hard-To-Get™ Tickets
- Travel & Tour Packages
- Hospitality & Exclusive Access
- Branding & Customization
- Professional Management
- Meticulous Planning
- Flawless Execution

RazorGator, and its subsidiary PrimeSport, is a trusted, experienced fan travel organization that teams partner with to provide their fans with exclusive access to tickets, hotel accommodations, pre-game parties and more. With partnerships including the Philadelphia Eagles, San Francisco 49ers, the Tournament of Roses and Professional Rodeo Cowboys Association, RazorGator delivers a 100% guaranteed satisfying fan experience, from start to finish.

www.razorgator.com 1.800.542.4466
In addition to the 12 weekly trips, everyone alliedally been watching the Champ Car race on "Many of the Live Fast winners have literacyence by rewarding a lucky television viewer during each broadcast with the chance to “Live the Champ Car Life.” Basically, TV viewers must identify the featured “Code” (a driver’s name) displayed during each Champ Car telecast. To enter the weekly sweepstakes, after obtaining the Code, viewers log onto the Champ Car site (www.champcar.ws) to enter.

Finally, the Champ Car Live Fast® Sweepstakes delivers the ultimate fan experi- ence by rewarding a lucky television viewer with a chance to “Live the Champ Car Life.” Basically, TV viewers must identify the featured “Code” (a driver’s name) displayed during each Champ Car telecast. To enter the weekly sweepstakes, after obtaining the Code, viewers log onto the Champ Car site (www.champcar.ws) to enter.

For example, right before the 2005 NFL season, RazorGator (www.razorgator.com), which provides Hard-To-Get tickets for pre- season contests and entertainment events around the world, secured an exclusive partnership with the Seattle Seahawks as the official ticket provider. The Seahawks Fan2Fan Ticket Exchange allows Seattle fans to sell tickets to “The Granddaddy of Them All.”

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outside company to deliver travel and hospitality services to fans, corporations and sponsors. PrimeSport’s customized services included providing tickets, accommodations, airfare, corporate hospitality, 24/7 concierge services and event management.

In addition to the Rose Bowl and the Seahawks, RazorGator and PrimeSport also are the official Fan2Fan Ticket Exchange provider and away game package provider for the Philadelphia Eagles, the Oakland Raiders, the Carolina Panthers and the San Francisco 49ers, and it lists the Professional Rodeo Cowboys Association (PRCA), Boise State University and the Oakland Athletics on its partner/client roster.

“We provide the most high-end services available, including the best access, the best parties and the closest lodging proximity to an event,’’ Lord says, adding that PrimeSport has delivered event packages for the past 11 Super Bowls.

Bottom line, he says, RazorGator and PrimeSport will continue to come together to create the premier ticket/event company.

“RazorGator and PrimeSport offer teams and leagues the first full-service provider for their fans and corporate sponsors,’’ Lord says. “By combining forces and integrating the two entities, we offer so much more in the way of scale and the ability to produce the best possible fan experience. It’s all about impact, and we deliver it.’’

MARVEL: KEEPING THINGS FRESH, COOL

While a sporting event is almost always what fans really come to see, it’s not always enough to keep them happy, or coming back. And for a certain level of fan, particularly the ones sitting in the luxury suites and lofts, cold beverages and clear “gourmet” ice rank among the top “comfort” reasons for being at the game. People don’t just come to see "now more than ever, when it comes to the top “comfort” reasons for being at the game. "People are paying much more attention to the hospitality aspect of an event.”

Taking this into consideration, along with the high level of activity in renovations and new facilities today, the objective clearly is to raise the level of services to fans, he says. In fact, many major renovations come at the cost of seats, as many facilities decide that increasing revenue-generating amenities (new luxury suites, better sight lines) yields far greater benefits than the number of some seats. Again, the idea is to provide the best possible experience (and reap the financial benefits) to high-value fans, those who participate on the suite level.

“We definitely cater to the highest level, the luxury suites,’’ Reda says. “We are getting calls and doing jobs with even the smaller teams and organizations as well as the majors. Minor league teams are fast following what the major leagues have been doing with their facilities over the past five to six years.”

Considering that high-end refrigeration for residential housing is Marvel’s biggest sales category, Reda says the company tries to mimic the home theater experience in suites. That means providing the highest quality, superior dependability and exceptional customer service.

“With some of the newer suites, the minimalist look leans toward more open space, which provides the opportunity for more people per suite. We are able to cater to those suites with our ice machines and undercounter refrigerators capable of holding an exceptionally large amount and variety of beverages,’’ he says.

According to Reda, suite owners typically renovate about every eight years or so, replacing furniture, floor coverings, seat covers and even countertops. But they don’t often replace Marvel products, because the latter typically outlives the suite life cycle.

“The competitor units we replace are usually only one or two years into the suite’s life cycle,’’ he says. Marvel’s products have a much longer life span and far fewer service problems.

The main Marvel products in luxury suites are the ice machines and undercounter refrigerators. "The competitor units we replace are usually only one or two years into the suite’s life cycle,’’ he says. Marvel’s products have a much longer life span and far fewer service problems.

Our ice machine produces the finest gourmet ice available anywhere in this type of setting at the same time enjoying the reliability of a commercial machine.”

Another attractive aspect of the Marvel product line is that it now offers a 30-inch wide refrigerator, a Marvel exclusive. "These units hold a significantly higher number of bottles, cans and other items, as they are 25 percent larger than undercounter standard units in luxury suites.

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**STADIS TO THE UNSOLD CLUB BOX SPOT AND UPGRADE THEM**

According to Shrader, teams who have embraced the STADIS concept are starting to see the unlimited potential the approach has at enhancing the fan experience.

"Imagine a fan who spends four times the 'per cap' amount is sitting in his or her seat and there are unsold club box seats available," Shrader says. "Shouldn't the team be able to, as the airlines do, reward that fan on the spot and upgrade them to the unsold club box seat? They can do it with STADIS."

STADIS has been considered as the wave of the future for venue management for the past several years, but as is often the case, change takes time, Shrader adds. In 2006, the platform will be operational not only within MLB, but also in the NFL, NBA and NHL.

"We're excited about the response we have gotten directly from the teams and facility operators and anticipate a doubling of our installations over the course of the year," Shrader says.

IMS, a venue management specialist with a focus on POS activity, began its sports connection as the lead developer of a Retail Pro POS systems in stadiums and arenas. Next, IMS rolled out its own product, STADIS, based on its understanding of the nuances of game-day transactions.

IMS fully supports STADIS, with significant in-house programming and tech-support. The company continues to evolve the platform with additional plug-ins under development to increase the number of systems with which it can interface.

"All of our customers ask the same question, 'We need to know specifically what our season ticket holders are buying,'" Shrader explains. "The more they know, the more they can do to create individual programs to meet different needs of different ticket holders. With STADIS, we made the impossible, possible."

Shrader adds that the days of the one-size-fits-all marketing approach in sports are history. "STADIS is a win-win-win ... for the customer, for the team and for the concessionaire," he says. "Most of all, fans can have a very positive experience because they no longer need to bring cash to a sporting event."

**BLIMPKWORKS: RISING ABOVE THE COMPETITION**

Blimpworks, which manufactures, sells and leases indoor and outdoor radio-controlled (RC) blimps, airships, and Col Air inflatables, recently continued its "industry innovator" tag by offering the first-ever battery-powered, electric outdoor blimps that can operate just like, and accomplish the same business goals, as the indoor blimps.

"We are in full production of our battery-powered, radio-controlled outdoor blimps," says Scott Fisher, president and founder of Blimpworks, which manufactures, sells and leases indoor and outdoor radio-controlled (RC) blimps, airships, and Col Air inflatables. Blimpworks RC Blimps are made of a high quality 3 ply 3.5 oz. tear resistant rip-stop nylon material and are used safely by sports teams, in stadiums, arenas, auditoriums, convention centers, colleges, high schools, malls, and trade shows worldwide. Most teams in the NBA, NHL, AAF, and many NFL and MLBB teams use Blimpworks Blimps.

Fisher notes that because safety has always been Blimpworks’ No. 1 concern, it has worked hard to perfect a battery-powered, electric outdoor blimp that flies very much like an airplane, using high-tech lithium batteries, high-tech brushless electric motors and space-age, lightweight foam. Also, the new electric outdoor blimps have passed a series of strenuous flight tests, and they are a great fit for outdoor sporting events of all sizes.

The blimps and other inflatables, like team entrance tunnels, produced by Blimpworks, using the superior nylon envelope technology of Aerostar International have proven to be very popular with professional teams, especially for their longevity. As opposed to blimps made of plastic or Mylar, the patented nylon Blimpworks/Aerostar blimps can last 7-12 years.

In the past few years, Blimpworks began to diversify its business with the construction of specialty blimps that were custom built in the shapes clients chose. Some examples include blimps shaped like the mascots of the Charlotte Bobcats and Orlando Magic, and a 23-foot-long bull for the Professional Bull Riders Association.

Business-wise, Blimpworks is literally taking off. As Fisher describes it, pardoning the pun, "Our blimps do it all," he says. "They entertain, inform and sell. We always rise above the competition.”

**JACK ROUSE ASSOCIATES: HALL OF FAME SUCCESS**

Jack Rouse Associates (JRA), a creative firm specializing in the conceptualization, design and production of attractions, museums, halls of fame and interactive zones for sports venues and other leisure destinations, goes beyond enhancing the fan experience on the field.

For its sports team clients, JRA (www.jackrouse.com) strives to create a completely unique environment that can become a destination in itself.

"We are in full production of our battery-powered, electric outdoor blimps that flies very much like an airplane, using high-tech lithium batteries, high-tech brushless electric motors and space-age, lightweight foam. Also, the new electric outdoor blimps have passed a series of strenuous flight tests, and they are a great fit for outdoor sporting events of all sizes."

"People who come here already have high expectations, and at this point, based on feedback, I'd say we have exceeded those expectations," Rhodes says. "Some fans have come back for their second and third times because there is such a strong emotional connection."

Fans aren't the only visitors, as teams including the New York Yankees, the Detroit Tigers and the Houston Astros have sent representatives to take notes. And the folks from the Baseball Hall of Fame in Cooperstown also have enjoyed their stop.

"It's the best club hall of fame I've ever seen," says Dale Petrosky, president, National Baseball Hall of Fame during a recent visit to Cincinnati. "There are some things that you guys do better than we do, and I'm going to..."
REAL FANS GET VERY INVOLVED EMOTIONALLY. LET’S MAKE THEM CRY.

Kangaroo TV is the most advanced live-event broadcasting system anywhere. Alternating from live cams, stats and replays to audio feeds and radio transmissions, Kangaroo lets your fans experience the action in a whole new way. Make it part of your game plan.
KANGAROO TV: EYE-OPENING EXPERIENCE
Alain Charette, Kangaroo TV’s executive vice president of corporate development, believes that the gap between the fan experience at home and the fan experience at an event is widening. And that’s not a good thing, he says. But thanks to new wireless technology, a change has occurred that will bring the fan experience at the ballpark, racecourse, stadium or arena closer to the high-tech experience at home.

“If you look at what has happened in the sports landscape, a lot of components in the home viewing experience have improved in recent years with things like large screen, high-definition TVs, surround sound, webcasting, etc.,” Charette explains. “But they require being at home. There has been a major disconnect between the home experience and the on-site experience. And even though it’s still more exciting to be on-site, fans don’t always get the best experience. In fact, it’s not even close compared to what they can get at home. It’s an increasing disconnect, but one we intend to greatly reduce.”

To do that, Kangaroo TV (www.kangaroo.tv) “reinvents” the sports fans’ experience of live events. Rather than changing the way the game is played, Kangaroo TV focuses on improving how it’s viewed, so that spectators, promoters and sponsors all get a bigger piece of the action – and fans get the best possible on-site experience.

“Our goal is to become the world’s recognized leader in providing innovative, interactive and full-service wireless audio-visual solutions for on-site sports events,” Charette says.

So far, Kangaroo TV has signed on with some impressive clients, including Formula 1, NASCAR (licensed through Nextel as FanView) and the Champ Car World Series. Kangaroo TV, in fact, recently completed a six-year deal with Formula 1 (the at the U.S. Grand Prix in Indianapolis July 2), and it’s also been a major success with NASCAR fans as a rental unit. For NASCAR Nextel Cup races, fans can rent FanView at $50 per race ($70 for the week-end). Even if fans go to the concession stand, FanView allows them to track the action on the live TV broadcast while in line. Depending on the track, FanView can receive information from about a mile away. Sharing is allowed, as an extra headset can be plugged into the original.

For NASCAR, it works for Nextel Cup, Busch Series and Craftsman Truck races. Kangaroo TV’s President and CEO Marc Arseneau, an avid motorsport enthusiast, for-mula circuit racecar driver and sponsor, founded the Montreal-based firm in 2001. Responding to sports fans’ demands for more value at on-site events, Kangaroo TV developed a unique handheld audio-video entertainment device that enables spectators to access exclusive content, putting them in the driver’s seat of their own live-action experience. According to Charette, Kangaroo TV fans are unlike any others: they live the ultimate fan experience, feel the emo-tion first-hand and obtain real-time information and statistics that are not available to the other spectators.

Of course, Kangaroo TV also provides a very effective medium for targeted advertising, mer-chandising, market surveying and branding. It provides professional league owners, team own-ers, sponsors and promoters powerful new ways of reaching target audiences and maximizing returns.

Kangaroo TV’s main capabilities/features include:

• Transfective color LCD screen (easier to read in sunlight).
• High quality video and audio (no jittery video).
• Secure Digital (SD) memory card.
• USB port.
• Durable plastic design.
• Up to 6 hours of continuous usage.
• Rechargeable lithium-ion battery pack.
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• Transfective color LCD screen (easier to read in sunlight).
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Charette explains that from any corner of the racecourse, the Kangaroo TV service permits fans to experience each race as the drivers do – seeing what they see and hearing what they hear, with access to the key statistical data that affects strategy and split-second decisions.

“Auto racing is the perfect environment to
gadgets, whether that be a digital music player, scanner, part television and part statistics service. Charette says the device is part radio, part in-car camera and audio channels, allowing fans to listen to live driver and team communications as well as see what the driver sees.

Charette says Kangaroo TV takes the auto racing fan experience to an entirely new level. Of course, the device also has possibilities for other sports, where fans sometimes are far from the action. Although, Charette says the uses for other sports would vary based on the sport. For American football, it might be used more for stats, replays or tracking other NFL game scores as well as see what the driver sees.

Charette says Kangaroo TV’s bright yellow and black device, which weighs about 12 oz. and has a 3.5-inch color screen, combines the race telecast with live in-car camera and audio channels, allowing fans to re-experience Kangaroo TV,” Charette says. “We believe the sport’s fans will gravitate towards this, and they will never experience a race the same way again.”

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Before and during the recent NHL playoffs, a West Coast-based NHL fan who owns a Slingbox could crank up his computer from his desk at work for the 4 p.m. game (7 p.m. on the East Coast). Once the day is done, he could then use a smart phone or PDA and continue catching the action using SlingPlayer Mobile, a new application designed for Windows Mobile phones and PDAs that gives fans the same ability to watch and control their home TV. In another scenario, a rabid NFL fan could attend an out-of-town wedding on game day, could record the show at home on his digital video recorder (DVR) and head back to the hotel room to watch from the opening kickoff, not missing a tackle or touchdown. Apart from just heightening the fan experience, Slingbox also has a new emerging use in the sports world. Some “high-tech” coaches and agents are taking advantage of the device as well. For example, when prepping for next week’s game, rather than wait for a DVD to be burned and overnighted by an assistant coach or scout out on the road, a head coach can record the opponent’s game at home using a DVR and then access the video via his laptop in the hotel or at the airport. No waiting. Sports agents can record college football games from around the country and at use the Slingbox to check up on the hottest prospects from anywhere (even while at the game on a mobile phone). “Across the board, the reviews started favorably and are getting even better,” Buchanan says. “We’ve already sold more than 100,000 units, and they are available at every major retailer. When it comes to sports fans, the Slingbox is a very useful product.” The Slingbox transmits video and sound from a number of sources, including a cable/satellite feed, a DVR (like a TiVo) or even a DVD player or VCR. In fact, Slingbox allows you to remotely change channels, watch shows you’ve recorded on your DVR (and pause, fast forward or rewind as well) or even set up shows to record while you are gone. With SlingPlayer Mobile, you can watch your TV on the hottest smartphones and PDAs as long as they have the Microsoft Windows Mobile operating system. Another helpful option is the Sling Link ($99), which can be used to connect the Slingbox to your home network should your TV and your Internet connection reside in different rooms.

“The thing about Slingbox is it eliminates the fear of location,” Buchanan adds. “You can sit at your desk, open your SlingPlayer software and watch your satellite connection in real-time. Then, on the way home, you can keep up with the action on a mobile device until you arrive, and can then enjoy the game in your living room or take the game to the backyard or garage via your laptop.”

“IT’s all about not having to miss a game,” he says. “This is a sports fan’s dream machine.”

e2k: Entertainment Extraordinaire

When it comes to getting the fans into the event, it’s tough to match e2k Sports. For more than 30 years, e2k Sports has been extending the limits of the sports experience with spectacular stadium shows and exciting ancillary events. Beginning as the entertainment production company for the San Francisco 49ers, e2k has gone on to produce major spectaculars for the Super Bowl, the World Cup, more than 30 NFL American Bowl games and retirement ceremonies for Joe Montana, John Elway and Dan Marino.

In addition to their in-stadium work, the company has produced Super Bowl victory parties, major professional and collegiate anniversary celebrations, tailgate parties, fanfests, block parties and concerts. “Our goal is to integrate various aspects of the gamenight experience to maximize the fan loyalty, brand development and sponsorship opportunities,” explains e2k Vice President Lorie Murphy. e2k Sports has produced the game entertain-
ment and many of the pregame events for the past 16 NFL Pro Bowls in Hawaii. Last year’s halftime show, televised on ESPN, featured the Backstreet Boys entering through a real waterfall at the center of the field. Over 1,000 dancers and Hawaiian drummers helped create a colorful tropical setting for the pop stars. “The challenge is to create contemporary entertainment experience that also showcases the unique setting of the NFL All-Star Game,” explains e2k President Michael Olmstead.

The Pro Bowl Week events produced by e2k included a Football Festival at Kapilolani Park, a Block Party, a new Oahu Day Celebration at Aloha Stadium and the Official Pro Bowl Tailgate Party. The later event, attended by 5,000 VIPs at a picturesque location overlooking Pearl Harbor, showcased a “Stars and Stripes” theme with thematic tents and a historical display showcasing the NFL’s close relationship with America’s men and women in uniform.

Last fall in Mexico City, e2k Sports produced the halftime show for the first regular season NFL game played outside the United States. The company combined indigenous performers, one of Mexico’s most prestigious Folklorico companies, local youth football players and NFL cheerleaders to highlight the growing presence of American football as a part of Mexican culture. In the end, more than 106,000 fans were on their feet singing along to the show’s theme song, “Celebremos Mexico.”

“It’s been exciting to see the evolution of game day production,” says Olmstead. First we saw the diversification of game entertainment from the world of marching bands, then we saw the expansion of the sports event to include pre and post game events, and now I think we are seeing an increased awareness of the power of sports to build communities and make a positive impact on the world.”

**CARD STUNTS: THE ULTIMATE SPONSORSHIP OPPORTUNITY, FAN EXPERIENCE**

Imagine a company’s logo suddenly appearing in the massive bleachers along the back straightaway at the Daytona Speedway. Or in the stands at a major college football game, with more than 100,000 people in attendance. Now consider that image being captured in newspaper photos or seen by a national television audience.

An attractive, albeit impossible, marketing tool? Actually, it’s very real. And odds are it would be the work of Jacob Davis Productions (www.cardstunts.com). In addition to including the sponsor logo in the card stunt design, Jacob Davis Productions also places the sponsor’s promotional materials in the poly bags that protect the cards, and then the cards are placed in the stadium seats. The result is the direct delivery of the sponsor’s marketing materials into the hands of their target audience for the duration of the event.

Since 1991, Jacob Davis Productions has created some of the most spectacular fan interactions with clients such as the NFL, NASCAR and MLB. Jacob Davis Productions has delivered massive images to millions while being featured at three Super Bowl halftime shows, two World Series, seven NASCAR races and numerous other high-profile events. This past February, Jacob Davis Productions created the world’s largest card stunt for the Daytona 500 (118,000 cards)!

While card stunts offer a big bang for a sponsor’s buck, they also create a memorable and fun experience for the fans. “The great thing about card stunts is that most people know what they are, but not many people have been a part of one,” says Jacob Davis Productions President Joe Kivett. “People get excited about being a part of the event. We find that about 99 percent of the people in the stands participate.”

“It’s great to see a sporting event or halftime show but it adds a whole new dimension when the fan becomes a part of the show,” Kivett says. “Fans love to do card stunts.”

**MacLean Sports Marketing creates exciting and interactive game day promotions that enhance the fan experience.**

Our entertaining and revenue generating products are sought after by teams, sponsors and events all over North America, including the NHL, NBA, WHL, ECHL, AFL, NCAA, and MLB.

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Jacob Davis Productions’ Card Stunt Sponsorship Program offers the most direct way to get your message into the hands of your target audience. We insert your promotional materials into the poly bags that protect the cards, then we place the cards in the stadium seats.

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**Enhance the Fan Experience**

MacLean Sports Marketing creates exciting and interactive game day promotions that enhance the fan experience.

**Your Promotional Materials. In the Hands of Your Target Audience. For the Duration of the Event.**
Revolutionizing the Mobile Marketing Industry

SPEVCO: FAN EXPERIENCE ON THE MOVE

Most everyone wants to move faster these days, and the people who run sports-related promotional tours are no different. With that in mind, the folks at SPEVCO (www.spevco.com) have created a way for sports promotional tours to save a significant amount of time, which, in turn, means saving money.

A longtime leader in building and operating experiential marketing vehicles, SPEVCO has brought the industry to new levels with its rapid deployment vehicles, or RDVs. While most marketing vehicles require one to two days and as many as 10 people to set up, SPEVCO’s RDVs can be set up in as little as one hour – yes, you read right, one hour – by one person.

“As the mobile marketing category becomes more mature, everyone is realizing that faster setup and tear-down speeds equal greater return on investment,” says SPEVCO President and CEO Marty Tharpe. “It was pretty easy to see read right, one hour – by one person.

How have the units performed? The original unit traveled 31,000 miles and did 91 shows in six months with no mechanical problems. The ensuing units are performing equally well, and Tharpe says the feedback from major brands and agencies has been extremely positive. The units can be purchased or leased, but the appetite in the marketplace to date has been in leasing. “It allows the customer or brand to have a world class type exhibit without making such a large investment,” Tharpe says. "Another major chunk of RDV space has been designed as a "hands on" area, where fans can try out a product or experience," she says, adding that a third space is great for an office, technology or even a spiral staircase to the top of the RDV, which is great for hospitality-focused events.

“The design capabilities with increased square footage and quick set-up are endless, Tharpe explains. “Coming from a career practicing ‘experience design and its impact on decisions,’ this platform is the best to accomplish fan awareness and excitement.”

Finally, SPEVCO offers program and operations management, which handles the transportation and logistics of a tour. Many larger companies opt for this service and leave the insurance and liability issues to SPEVCO. In fact, more than 50 percent of the RDV consumers have opted for this service.

SPEVCO’s Rapid Deployment Vehicles take an hour and one person to set up, yet can deliver fan excitement on many different levels and for many types of clients.