



# **'Caps Sales Project**

January 2019

## Overview

Vancouver Whitecaps FC is excited to present the fourth annual 'Caps Sales Project: an opportunity for post-secondary students to create and execute a sales and marketing plan, participate in mentoring and coaching sessions led by Whitecaps executives, earn commission on tickets sold and build a direct line into the world of professional sports.

By participating in this program, students will have the opportunity to immerse themselves into an award-winning front office environment and experience a match at BC Place. By the end of the program, students will have created, modified & executed their personalized sales plans for Whitecaps FC's fourth annual College Night.

## The Case

Vancouver Whitecaps FC is a pillar of the local community both on and off the soccer pitch. The team has a proud history going back over 40 years. Our fan base is extremely loyal, championed by our three main independently-run supporters groups: Rain City Brigade, Curva Collective, and the Southsiders. The atmosphere at 'Caps matches is described as the most electric in the city.

Throughout Major League Soccer, teams draw the highest percentage of millennial fans compared to other major sport in North America. Our organization has identified post-secondary students in the Lower Mainland as a key group for further engagement. The Club introduced a Student Season Ticket Program in 2013 that offered students a ticket price that catered to the demographic. The program saw limited success and was dropped in 2015.

In 2016 we launched our first ever 'Caps College Night in conjunction with the 'Caps Sales Project. The winning team from UBC leveraged a well thought out strategy and effectively executed sales tactics resulting in 271 tickets sold. UBC repeated as champions in 2017, although in 2018 the title was snatched away by Fairleigh Dickinson University.

In 2019, students will once again have the opportunity to create and execute an innovative sales & marketing plan for Vancouver Whitecaps FC.

The pivotal issue we're looking to solve is:

*How do we create an engaging night for students and promote it in a way that will resonate with them to draw large numbers of attendees from a variety of schools?*

## Details

- Teams of three to four (must be enrolled in a post-secondary institution).
- Submit a three to five page sales & marketing plan on how to engage your school, and sell a minimum of 200 tickets to launch 'Caps College Night.
- Top 12 campaign strategies will get to present in front of Whitecaps FC executives.
- The top five finalists will move on to the mentorship and execution phase.
- Three mentorship & marketing plan sessions
- Execution will see the teams implementing their campaign strategies on campus.

## Eligibility

- All participants must currently be registered post-secondary students.
- Students may only participate on one team.
- Teams must be made up of individuals from the same school.

## Key Dates & Deadlines

January 19 - Team registration deadline

January 22 - Deadline for submission of campaign strategies

January 25 - Top 12 submissions will present to Whitecaps FC executives

January 26 - Top 5 Finalists announced

January 31, February 7, February 28 - Sessions on mentorship and campaign execution

March 2019 - Match Day to be finalized upon schedule release in January 2019

## Deliverables

In teams of three to four, please submit a three to five page ticket selling campaign strategy on how to engage your university and sell tickets to 'Caps College Night. Your report should include:

**Objective/Goals:** your objective will be to sell a minimum of 200 tickets on your campus. How will you be able to achieve that number?

**Campaign Overview:** What is your big idea? How will your strategy show what makes Whitecaps FC matches the best sporting atmosphere in Vancouver?

**Tactics:** How are you going to execute your idea and what tools are you going to use? How will you engage student clubs, groups, campus events and use guerrilla tactics to sell tickets?

**Timeline:** When will you execute your sales & marketing plan and what are the key milestones of your plan?

**Budget/Resources:** What will you need?

**SWOT Analysis:** What opportunities/roadblocks do you think you will encounter trying to promote and sell tickets on campus and how will you achieve/overcome them?

## Incentives

**Prizes:** The winning team out of the five finalists will receive \$1000 in prizes! Each selected finalist group will receive \$5 commission for every ticket sold.

**Mentorship:** All finalists will receive mentorship and coaching from Whitecaps FC front office staff and see their strategy come to life.

**Whitecaps FC tickets:** All finalists will receive free match tickets and the winning team will receive an exclusive match day experience.

## Parameters

- You'll be able to offer a specially priced ticket of \$32 (reg. \$45)
- Vancouver Whitecaps FC cannot control the pricing of food & beverage in stadium
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## Notes for your success

- Food & Beverage Combos - Vancouver Whitecaps FC does not control the pricing or delivery of food & beverage options at BC Place. Any combinations will have to be organized separately through BC Place.
- Ticket sales will be conducted online and prices are set (substantial discount already applied).
- Tickets sold are for College Night only.
- Player and/or mascot appearances are costly.
- Four tickets to our Canadian Championship semi-final match will be provided to each team to assist with promotion
- Questions to ask yourself:
  - Brand - How well does your strategy fit and adhere to the Whitecaps FC brand?
  - Feasibility - What is the likelihood of being able to execute your strategy?
  - Creativity - How unique and creative is your strategy?
- Player appearances are available for \$750/hour (previous teams have wanted to use Whitecaps FC players as part of their strategies but were unaware that there were associated costs)

## Ready to register your team? Have questions?

Contact Dayton Skei at [dskei@whitecapsfc.com](mailto:dskei@whitecapsfc.com) or 604 669 9283 ext. 2256.