



2008-2009 Marketing Plan Approach

December 2007

Overview



The Boston Breakers will kick-off the new era of women's professional soccer in Spring of 2009.

Over the course of the next 16 months thoughtful consideration will be made to address the opportunities and challenges we face introducing this new sports team and product.

The Plan will be finalized in Q1 as we confirm three key components:

- ⚽ Brand identity and positioning
- ⚽ Lucrative target audience segments
- ⚽ Viable marketing strategies and specific tactics/programs

Marketing Goals & Objectives



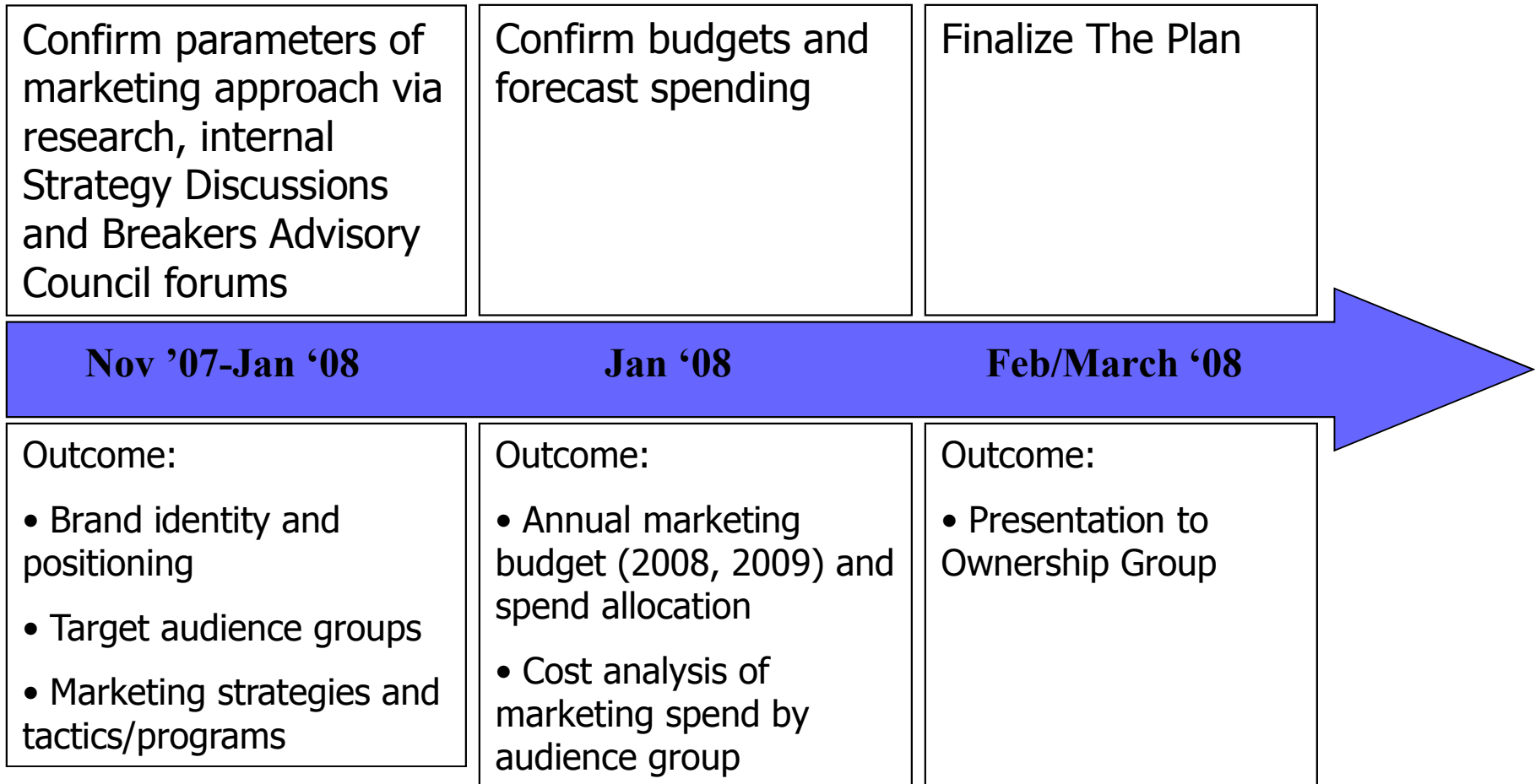
#1 Build a new sports team brand that is regionally recognized, respected as a professional, top-tier sports entity, and embraced by the soccer, corporate, media and sports communities

#2 Attract fans to achieve our "butts in seats"/ticket sales revenue goals

- 6,600 paid/game for a total of 73,000 paid/ season and \$1.26M in ticket revenue

#3 Measure and benchmark penetration of registered youth and club soccer players for future allocation of marketing resources

Planning Process & Timeline



Opportunities & Challenges



Our task, in finalizing the Marketing Plan (and others), will be to address the challenges through targeting and specific strategies

Opportunities

- The only women's professional sports team in Boston
- Compelling and exciting soccer
- Players – high marketing potential, fan friendly and accessible
- Appealing "event" outing – affordable, safe, high-octane fun for families, kids, and adults
- Optimal blend of sports + entertainment
- Organized, efficient and smart front office staff
- Lucrative sponsorship investment
- Superb customer service and responsive staff
- Support of soccer community
- Excellent reputation and perception (in comparison to Revs experience)

Challenges

- Current roster of "stars" pales in awareness and mass appeal to former players
- Major league on field; minor league in stands perception
- Stadium amenities (depending on venue) may not meet value expectation of modern fan base
- Demise of WUSA – fan, sponsor, media confidence
- PR/media coverage – cluttered and crowded sports market
- Competition for \$\$, time from fans
- Finite youth soccer audience
- Ability to attract new fans (the general sports fan, 20-somethings, others TBD)
- TV/broadcast product and ratings

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The Breakers Brand



This is who we are:

The Boston Breakers is a women's soccer and sports entertainment business serving the New England soccer market.

This is our positioning:

The Boston Breakers fill a women's professional sports void in the greater Boston market.

This is what makes us unique (our "differentiation"):

We feature accessible world-class athletes in a fun environment at affordable prices.

Our Fans



There will be two general types of Boston Breakers fans:

Natural Fans

On their own will gravitate to us most likely because of their affiliation with, involvement in, or passion for (women's) soccer

- Easy to identify
- High propensity to be STH, repeat or multiple ticket purchaser
- Greater per cap potential
- More vocal; will be future advocates for team and organization

Converted Fans

Will "sample" a Breakers game because they were exposed to media coverage and/or Breakers marketing/advertising

- May include the Casual Sports Fan and 20-something audience groups; two segments we need to test the waters with
- Need to be found and cultivated...and therefore more costly to reach with lower return
- Have potential to become future advocates...if we meet their expectations

The Natural Fans



- Who:
 - ⚽ Registered youth soccer players and adult administrators (state associations)
 - ⚽ Club soccer players (youth and adult)
 - ⚽ Individuals and families with discretionary entertainment \$\$
- Where:
 - ⚽ Primarily from Massachusetts
 - ⚽ Will draw from RI, CT, ME, NH and VT
- How:
 - ⚽ Highest % of marketing spend to support:
 - Soccer-specific marketing initiatives (partnership programs, events and tournaments, online advertising, coverage by trade/consumer pubs, viral marketing and seeding, "Breaking News" email program, targeted promotions, PR/media coverage)
 - Youth sports initiatives (events and tournaments, online advertising, viral marketing and seeding)
 - Entertainment/lifestyle positioned marketing initiatives (events and tournaments, online advertising, viral marketing and seeding, PR/media coverage)
 - ⚽ Game day experience needs to exceed their expectations to guarantee their return and advocacy

The Converted Fans



- Who:
 - ⚽ Casual/general sports fans
 - ⚽ The “followers” who will come with friend, family member(s) or group
 - ⚽ Individuals and families with discretionary entertainment \$\$
- Where:
 - ⚽ Metro-Boston
 - ⚽ Close proximity to stadium
- How:
 - ⚽ Lower % of marketing spend to support:
 - Team/season marketing initiatives (PR, mass media advertising, viral marketing, online advertising)
 - Entertainment/lifestyle positioned marketing initiatives (events, online advertising, viral marketing and seeding, PR coverage)
 - ⚽ Sponsored programs and partnership marketing programs
 - ⚽ Aggressive group sales and marketing initiatives
 - ⚽ Game day experience needs to exceed their expectations to guarantee their return and advocacy

Our Fans – The #s



Youth Soccer Players – State Associations

- ⚽ MA – 190,000
- ⚽ RI – 26,000 (40% female)
- ⚽ CT – 84,000
- ⚽ NH – 25,000 (50% female)
- ⚽ VT – 10,000
- ⚽ ME – to come...

Total:

Adult Administrators/Coaches – State Associations

- ⚽ MA – 110,000
- ⚽ RI – 3,000
- ⚽ CT – 400
- ⚽ NH – 1,200
- ⚽ VT – 800
- ⚽ ME –

Total:

Club Soccer Players (youth and adult)

- ⚽ MA –
- ⚽ RI –
- ⚽ CT –
- ⚽ NH –
- ⚽ VT –
- ⚽ ME –

Total:

**Need ME #s and gender splits*

**Quantify "families and individuals with discretionary income group"?*

**Quantify "the followers" – estimate avg. # in group of total group sales projection*

Marketing Timeline



- *To be developed...pending League name and logo, player allocation and "contract", stadium designation, and budget confirmation*

Budget Overview and Spend Allocation



- *To be confirmed in January 08*