

23-24 CITY OF SLO/TBID RECAP



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PARTNERSHIP OBJECTIVES

All City of SLO - TBID benefits on the Cal Poly Athletics advertising platform link back to fulfill your marketing objectives for the partnership. Our efforts are to generate awareness to entice our visiting teams and fans to Visit SLO, showing the areas beauty, small town charm, diverse activities, all to put hearts in beds.



SOLIDIFY THE BRAND

With consistent and frequent out-of-market messaging reaching the Cal Poly fan and visiting team fans, the ShareSLO brand and San Luis Obispo will stand out as a destination to return to again and again.

REACH OUT-OF-MARKET FANS

Innovative digital reach and 30 second commercials spots on all ESPN+ streaming broadcasts of games will reach out-of-market fans, attracting Alumni, visiting team fans, to put hearts in beds.

DRIVE TEAM AND FAN VISITS

MSP will pro-actively promote the city hotels through visitors guides sent to all visiting coaches/operations personnel in the Big Sky and Big West Conferences. Additionally, messaging can direct visits by out-of-town Alumni by emphasizing specific times of year - Homecoming and Open House - to entice them to return to SLO. The department uses TBID dollars to book teams and officials throughout the year.





LIVE THE SLO LIFE

EXPLORE SLO



Visit
San Luis
Obispo

IP RIGHTS

MARKS & LOGOS

Cal Poly's most valuable asset to the partnership is the use of its intellectual property. Fans connect with a partner through the school and co-branding can lift affinity for a product or service significantly. (Please see next slide). Visit San Luis Obispo has access to the Cal Poly Athletics Marks and Logos in its advertising.



IP USE INCREASES FAN ENGAGEMENT

WHEN VIEWING CO-BRANDED ADVERTISING ASSETS, COLLEGE SPORTS FANS ARE:



2X MORE LIKELY
TO BE MOTIVATED
TO PURCHASE THE
CO-BRANDED PACKAGE



4X MORE LIKELY
TO CLICK ON THE AD
IN A CO-BRANDED
SOCIAL MEDIA POST



33 % INCREASE IN
MOTIVATION
TO PURCHASE A PRODUCT
FROM THE SPONSOR ON
THE CO-BRANDED SIGN



55 % INCREASE IN
LIKELIHOOD
TO LOOK FOR MORE INFORMATION
ABOUT THE BRAND IN A
CO-BRANDED SOCIAL MEDIA POST



BRAND AWARENESS



BE SEEN IN A BIG WAY

LARGER VIDEOBOARD BANNER

Prominently displayed on the large videoboard in the south endzone, where all eyes navigate during a game, the static San Luis Obispo/VisitSLO.com logo, was seen by football and men's and women's soccer fans throughout the fall. The San Luis Obispo brand is front-and-center, fans from out-of-market included parents and Alumni during Parent's and Homecoming weekends, as well as visitors/boosters from San Diego, Sacramento, Washington, Colorado, Oklahoma, Utah and San Francisco.

ESPN+ Viewership Metrics increased this year by 18% and continues to grow as streaming became more and more popular. The City received a 30 sec. commercial spot in all home and away football games.

Total attendance football games: 44,404 (up 11% from 22-23)

Total attendance men's and women's soccer: 27,390

Total ESPN+ Football Views: 226,380 (up 48% from 22-23)

** Bonused 30 sec. ESPN+ spots for men's and women's soccer





COURTSIDE ACTION

MOTT COURTSIDE LED ROTATIONAL

Showcased in Mott Athletic Center fall and winter sports, the Visit San Luis Obispo brand was front-and-center to fans in the stands, as well as those tuning in from out-of-market on the ESPN+ live stream of games. Out-of-market teams included: Washington (Seattle and Eastern WA), Hawaii, San Diego, San Jose, and Montana.

Total Fall/Winter Sports Attendance: 49,280

**ESPN+ Views for Men's and Women's
Basketball/Volleyball/Wrestling: 124,646**

****Bonused 30 sec. ESPN+ spot in Volleyball & Wrestling**





TAKE ME OUT TO THE BALLGAME

BAGGETT STADIUM

OUTFIELD BANNER

Extending brand awareness into the spring and Cal Poly's most popular sport, the large outfield San Luis Obispo sign heighten awareness in-stadium and to out-of-market to fans watching games in-stadium and on the ESPN+ live stream. Out-of-market market reach included: Missouri, North Dakota, Ohio, Nevada, Los Angeles, Hawaii, San Diego, Irvine, Riverside, Sacramento, and Fresno.

Total Baseball Attendance: 53,948

ESPN+ Viewership Total: 160,805 (37 baseball games and softball)

****Bonused 30 sec. Softball spot**



THE POWER OF ATHLETICS



52.1K+
SOCIAL MEDIA
FOLLOWERS

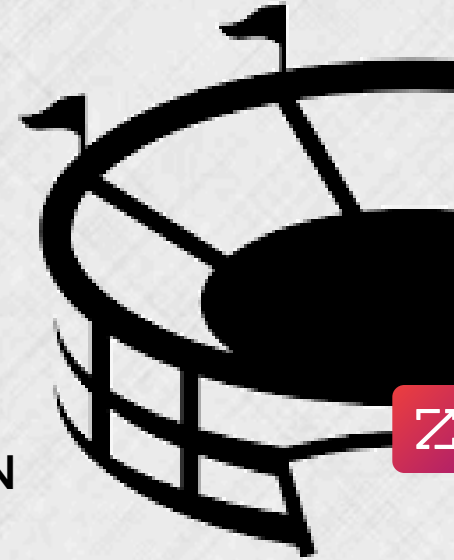


879K+
UNIQUE WEBSITE
VISITORS



178K+

FANS ATTENDED FOOTBALL, MEN'S
& WOMEN'S BASKETBALL, BASEBALL
HOME GAMES IN THE 2023-24 SEASON



OVER **22.2K** STUDENTS
ATTEND CAL POLY



OVER **225K** CAL POLY
LIVING ALUMNI

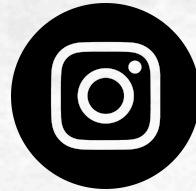
DIGITAL AUDIENCE

SOCIAL MEDIA OVERVIEW



20.0K+

FOLLOWERS



17.0K+

FOLLOWERS



15.1K+

FOLLOWERS

OFFICIAL ATHLETIC WEBSITE



3.46M+

PAGE VIEWS



879K+

USERS



ALWAYS BE PRESENT

FAN365

The City of SLO - TBID created powerful connections with fans across websites they visit every day via Fan365, the Cal Poly re-targeting platform. Campaigns were conducted in fall, winter and spring and targeted to out-of-market fans. This kept the San Luis Obispo brand and VisitSLO.com web address front-and-center as fans surfed the Internet.

Fan365 Features:

- **proprietary 1st party audience** - fed to Cal Poly fans directly
- **co-branded ads** - would like to see co-branded ads this coming year to compare results
- **reach the right fan, at the right time** with your custom message
- **Turnkey media activation** from our team of digital marketing experts with no hidden fees



ENGAGE FANS DIGITALLY

FAN 365 CASE STUDY

The overall partnership goal was to heighten the San Luis Obispo brand after a years absence from fans and drive traffic to the VisitSLO.com website. Fans out-of-market were targeted in order to spur registrations and put heads in beds.

CAMPAIGN FLIGHTS: Fall 2023

KPI: Guaranteed 100,000 impressions

TARGET: Out-of-Market fans, primarily in the great Los Angeles and San Francisco Bay Area

CAMPAIGNS SPOTLIGHT

Delivered 105,000 impressions delivered
Used Cal Poly Colors in ad to connect the brands
Ads delivered to primary data (fans), highly targeted.

Recommend changing creative each season



TOTAL CAMPAIGN HIGHLIGHTS

105,000

Impressions Delivered



170

Clicks



.16% AVG.

CTR



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ENGAGE FANS DIGITALLY

FAN 365

The same creative was used for the Winter campaign and it saw a drop in click-throughs. Freshening up ads each campaign gives fans a "new look" in visiting SLO.

CAMPAIGN FLIGHTS: Winter

KPI: Guaranteed 100,000 impressions each campaign

TARGET: Out-of-Market fans, primarily in the great Los Angeles and San Francisco Bay Area

CAMPAIGNS SPOTLIGHT

- Delivered average of 105,000 impressions
- Ads delivered to primary data (fans), highly targeted to the LA and San Francisco markets
- Changing up creative will help lift engagement



TOTAL CAMPAIGN HIGHLIGHTS

105,000

Impressions Delivered



131

Clicks



.12% AVG.

CTR



ENGAGE FANS DIGITALLY

FAN 365

New creative was used for the Spring campaign, but it saw a drop again in CTR. It could be subject matter of action shots of active people vs. static shots.

CAMPAIGN FLIGHTS: Winter

KPI: Guaranteed 100,000 impressions each campaign

TARGET: Out-of-Market fans, primarily in the great Los Angeles and San Francisco Bay Area

CAMPAIGNS SPOTLIGHT

- Delivered average of 105,011 impressions
- Ads delivered to primary data (fans), highly targeted to the LA and San Francisco markets
- Changing creative would help lift engagement



TOTAL CAMPAIGN HIGHLIGHTS

105,011

Impressions Delivered



129

Clicks

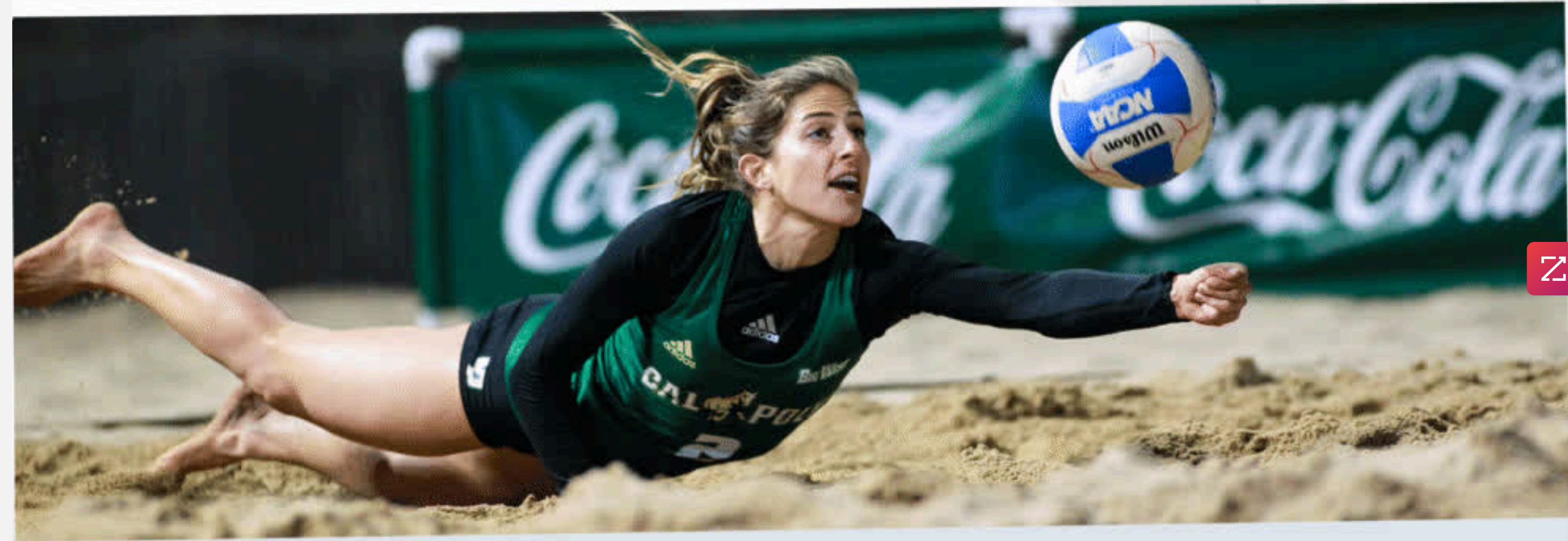


.12% AVG.

CTR



TRAFFIC DRIVERS



VISITING TEAM GUIDES

TBID HOTEL INFORMATION SENT DIRECTLY TO COACHES & OPERATIONS STAFF

To encourage visiting teams to book stays in TBID hotels, each coach or operations manager for football, men's and women's soccer, men's and women's basketball, volleyball, baseball and softball visiting teams were sent an email and the TBID hotel graphic - a total of 37 coaches from around-the-country and California.



WE'RE SAN LUIS OBISPO.

But you can call us SLO. We're small-town California with big-time charm. And, of course, we're home to the Cal Poly Mustangs. We can't wait to welcome your team!

Located between San Francisco and Los Angeles, San Luis Obispo sets itself apart as the ultimate homebase for exploring California's Central Coast. It's the perfect place to lay your head after a long day of athletic competition, exploration, celebration and more.

To get here, take Highway 1 or 101—we're right off the road whether you're coming from north or south. We're also easily accessible if you need to fly in. San Luis Obispo Regional Airport puts you just 10 minutes from Cal Poly.



THINGS TO DO

The city of San Luis Obispo and the surrounding region stun 365 days a year. The good times roll year round in Mustang Country. When you're not on the field or the court, there's so much to enjoy:

- Find local goods and enjoy live entertainment at the **Downtown SLO Thursday Night Farmers' Market**
- Explore historical sites like **Hearst Castle** and **Mission San Luis Obispo de Tolosa**
- Taste libations from more than **250 wineries** across the county
- Go beach tasting at **iconic California beaches**
- Have a slice of pink champagne cake at the **Madonna Inn**
- **Hike and bike** around the Nine Sisters
- Catch a show at the **Fremont Theater**



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SUMMARY



SUMMARY

PARTNERSHIP

- All Cal Poly Athletics marketing assets were focused on fulfilling the primary City of SLO - TBID Objectives of heightening brand awareness of the brand and VisitSLO.com, reaching out-of-market fans, driving traffic to the VisitSLO.com website and, ultimately putting hearts-in-beds.
- Cal Poly Athletics created hundreds of thousand digital impressions with ESPN+ Broadcasts, retargeting ads and GoPoly.com ads. All ads linked back to VisitSLO.com site to start fans through the discovery process and sales funnel.
- The partnership dollars given to the department went back to booking TBID hotel rooms for visiting teams, officials of games and official department visits. In all, (23) total hotels responded to RFP emails (same as last year) and (10) TBID hotels were booked for the season. These hotels were chosen as they expressed interest in hosting the guests and the decision was made based on the least expensive rate to stretch hotel dollars. The department will make an effort to utilize as many TBID hotels that expressed interest in hosting for the 24-25 season.
- To improve engagement, affinity and brand lift, we would recommend that all ads be co-branded with the inclusion of the Cal Poly logo in broadcast and digital efforts. Changing up creative each digital ad cycle is imperative to lift Click Thru Rates, messaging and photos will also cause a lift.

23-24 to 24-25 Sponsorship Package includes:

- Spanos Signage - static on new large scoreboard
- IP Usage - Logos and Marks
- Mott Scrolling LED Signage, two side and TV visible
- Baggett Stadium Outfield Sign
- (1) 30 sec. spot on the ESPN+ broadcasts of football (home and away games), men's basketball (home) and baseball (home) games
- Fall, Winter and Spring Fan365 retargeting ads focusing on out-of-market fans
- **** City of SLO/VisitSLO.com 30 sec. commercial spot was bonused on ESPN+ stream for Men's and Women's Soccer, Women's Basketball, Softball and Wrestling - a \$6000.00 Value**



THANK YOU!

HEATHER HELLMAN

*THANK YOU FOR YOUR CONSIDERATION OF A PARTNERSHIP
WITH CAL POLY ATHLETICS/RODEO*

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