



CITY OF SLO RECAP 21-22

PARTNERSHIP OBJECTIVES REVIEW



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.

HEIGHTEN SHARESLO BRAND

After a years absence, the ShareSLO brand will be reintroduced to fans in and out-of-market with an integrated digital and traditional approach in several media channels.

REACH OUT-OF-MARKET FANS

New, innovative digital reach will help ShareSLO reach out-of-market to attract visitors and heads in beds as the brand promotes the #SLOReady messaging to Cal Poly fans.

DRIVE TEAM & ALUMNI 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.





CAL POLY
MUSTANGS

BRAND AWARENESS

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).



LIVE THE SLO LIFE

EXPLORE SLO



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

BE SEEN IN A BIG WAY

VIDEOBOARD BANNER

Prominently displayed on the large videoboard in the south endzone, where all eyes navigate during a game, the San Luis Obispo logo, along with the website VisitSLO.com 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 Montana, South Dakota, Eastern Washington, San Diego, Oregon and Idaho.

Total attendance football games: 33,860

Total attendance men's and women's soccer: 27,968

Total ESPN+ Football Views: 152,663





COURTSIDE ACTION

MOTT COURTSIDE LED ROTATIONAL

Showcased in (4) fall and winter sports, the ShareSLO brand was front-and-center to fans in Mott Athletic Center, as well as those tuning in from out-of-market on the ESPN+ live stream of games. This year the motion graphic colors were changed out to Cal Poly green and gold to make more of a connections with our fans. Out-of-market teams included: South Carolina, Sacramento, San Jose, Michigan, Northern Arizona, Hawaii, Idaho, Los Angeles, Oregon, Utah, San Diego, Minnesota and Arkansas.

Total Fall/Winter Sports Attendance: 62,978

ESPN+ Views for men's and women's basketball/volleyball:
197,990





TAKE ME OUT TO THE BALLGAME

BAGGETT STADIUM

OUTFIELD BANNER

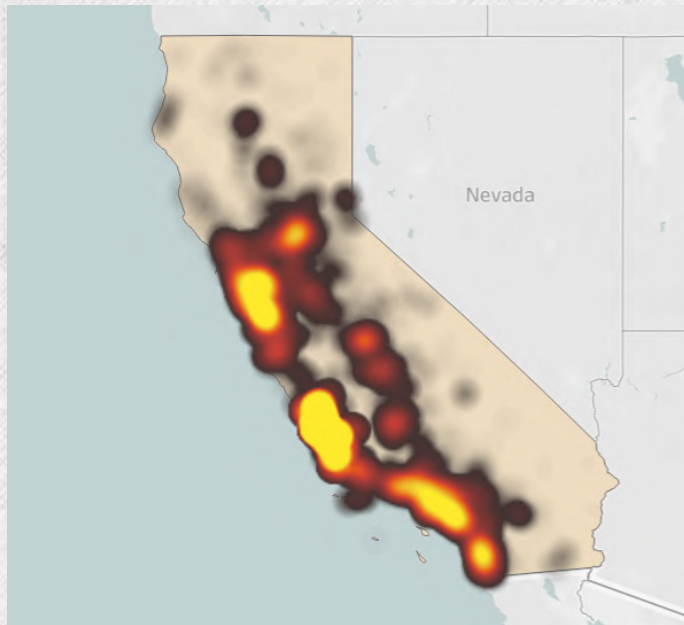
Extending brand awareness into the spring and Cal Poly's most popular sport, the large outfield San Luis Obispo sign heighten awareness in-stadium and to out-of-market to fans watching games in-stadium and on the ESPN+ live stream. Out-of-market market reach included: Missouri, Oregon, Ohio, Los Angeles,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

Total Baseball Attendance: 44,988 thru 4/30/23

COLLEGE SPORTS FANS ARE A FIT

207,000+

CAL POLY FANBASE RECORDS ACROSS CALIFORNIA



GET TO KNOW COLLEGE SPORTS FANS IN SOUTHERN CALIFORNIA

"I like when companies have a moral message"



"I wish there were more community activities in my area"



"I support the payment of college athletes by brands through NIL"



"I take notice of who sponsors the events I watch"



"I like to support my teams by buying products from their sponsors"



■ COLLEGE SPORTS FANS IN SOUTHERN CALIFORNIA

SOURCE: CAL POLY FANBASE DASHBOARD 1.24.23 TOTAL FOLLOWERS ACROSS PRIMARY ATHLETICS SOCIAL MEDIA (FB, INSTAGRAM, TWITTER).

YOUNGOV PROFILES, 1.15.23 A COLLEGE SPORTS FAN IN SOUTHERN CALIFORNIA IS AN ADULT 18+ WHO HAS AN INTEREST IN COLLEGE SPORTS & RESIDES IN SOUTHERN CALIFORNIA

GROW WITH US DIGITALLY

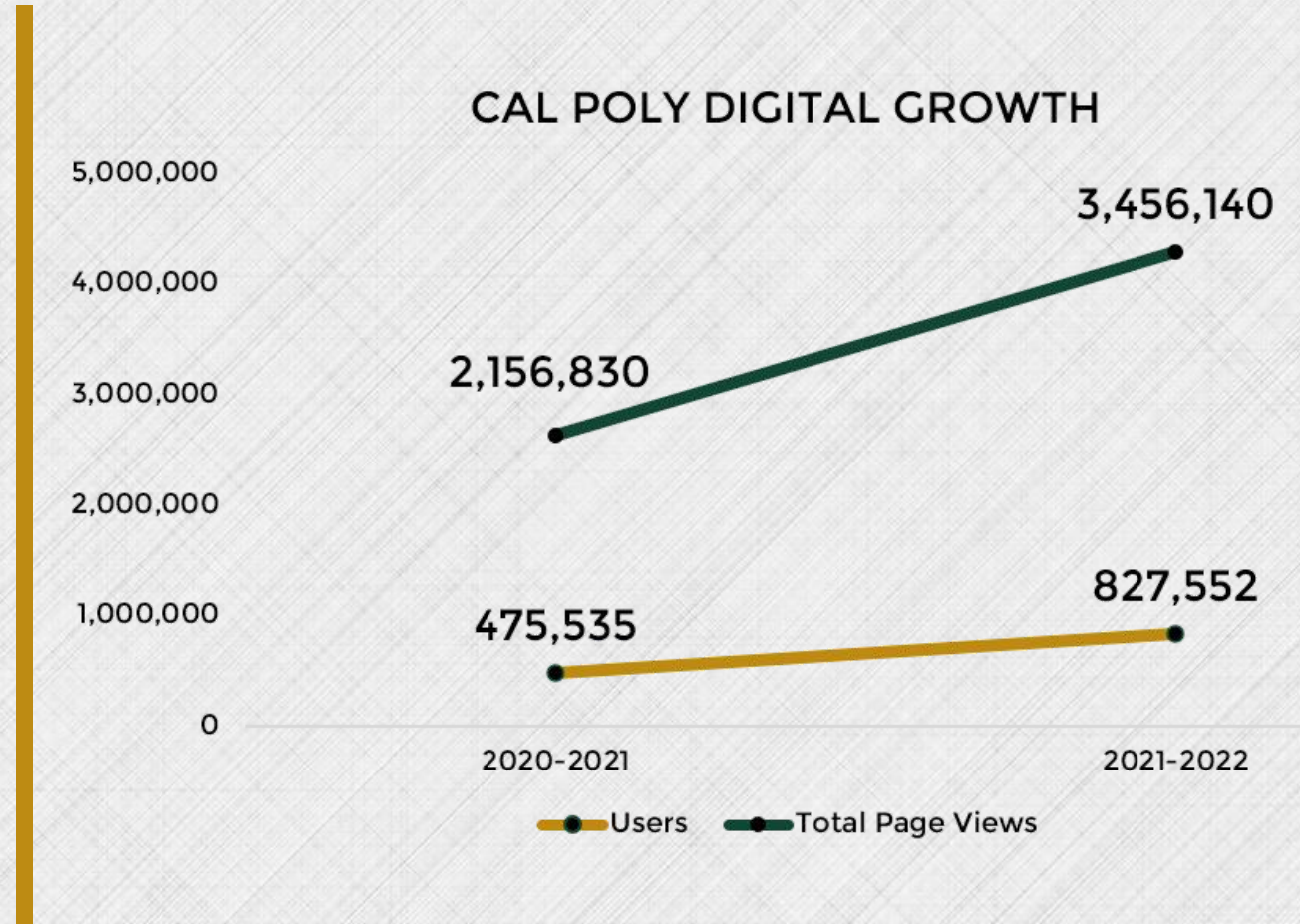
103,000+

FOLLOWERS ACROSS ALL
SOCIAL MEDIA PLATFORMS



2,100+

NEW FOLLOWERS IN THE LAST
90 DAYS



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

The overall partnership goal was to heighten the San Luis Obispo brand after a years absense 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, Winter and Spring

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 102,000 impressions each campaign
- Ads delivered to primary data (fans), highly targeted
- Avg. CTR of .22% is 4X better than average display ad campaign



TOTAL CAMPAIGN HIGHLIGHTS

306,036

Impressions Delivered



689

Clicks



.22% AVG.

CTR



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 2022

KPI: Guaranteed 100,000 impressions

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

CAMPAIGNS SPOTLIGHT

Delivered average of 101,992 impressions delivered
Used Cal Poly Colors in ad to connect the brands
Ads delivered to primary data (fans), highly targeted
Avg. CTR of .68% is 10X better than average display ads
Winter campaign dropped down to .24% CTR

Recommend changing creative each season



TOTAL CAMPAIGN HIGHLIGHTS

101,992

Impressions Delivered



697

Clicks



.68% AVG.

CTR



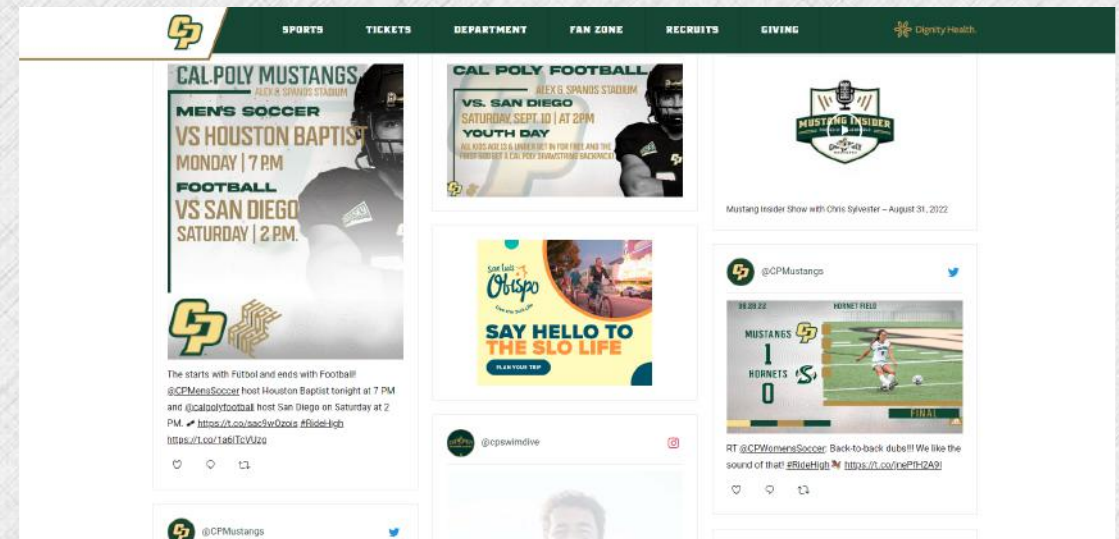
EXTEND BEYOND GAMEDAY WEBSITE & APP

City of SLO - TBID spread awareness, drove traffic, and captured data all year with a dynamic presence on the official website and App of the Cal Poly Mustangs.

STRATEGIC PLACEMENTS:

GoPoly.com. and Cal Poly App

- The City of SLO - TBID ads were run-of-site on both GoPoly.com and the Cal Poly App. GoPoly.com and the App generated over 4.66 million pageviews last year and we anticipate growth by the end of the 22-23 season.
- GoPoly.com reached over 854,000 unique users and the Cal Poly App has 5781 subscribers to date, with 4125 active users, who use the App throughout the year. We anticipate adding more downloads to the App as a Rewards Program gets integrated within the App.





TRAFFIC DRIVERS

REACH FANS DIRECTLY

LIVE STREAMING COMMERCIALS ON ESPN+

The "SLO Ready" 30 sec. commercial aired on the new ESPN+ live streams or Cal Poly stream during home games for football, volleyball, men's and women's basketball, men's soccer and baseball. With the switch to the ESPN+ platform, the viewership online jumped significantly. Here are overall numbers and highlights of 22-23:

Total ESPN+ Football Reach:

Total Reach (Home and Away games): 152,663 Unique Views. Montana Game 33,000+ Unique Views.

Men's Basketball Reach:

6735 Average Viewers per game, 107,756 Unique Viewers in season. Second highest in Big West. 20K unique views vs. Mt. Saint Mary's and UC Irvine.

Women's Basketball Reach:

51,376 Unique Views, 3425 Avg. Views, 31K Views vs. #1 South Carolina

Baseball Reach: Waiting for numbers.

The City of SLO was grandfathered in cost for spots for the past 2-year contract. Spot costs have increased exponentially from the previous stream. Thus, for 23-24 season, City of SLO will receive a 30 sec. spot in football, men's basketball and baseball only.



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 were sent an email and the TBID hotel graphic - a total of 35 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 stay 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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Follow us: #ShareSLO





CAL POLY
MUSTANGS

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 ShareSLO, 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 (Up from 15) and (23) TBID hotels were booked for the season. These hotels were chosen as they expressed interest in hosting the guests. The department will make an effort to utilize as many TBID hotels that expressed interest in hosting for 23-24.
- To improve 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. We also have seen that changing up creative, messaging and photos will also cause a lift.

23-24 to 24-25 Sponsorship Package includes:

- Spanos Static Signage
- Mott Scrolling LED
- 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

Investment: \$65,000 per year

THANK YOU!

HEATHER HELLMAN

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

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