

# SEMINOLE SPORTS MARKETING

**HEAD MARKETING INTERN  
FALL 2021**

**GENESIS LEGGETT**



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# OBTAINING THE INTERNSHIP

## Passion to Purpose

I can show you the exact day I fell in love with sports. On a cold late October day, back in 2009, my mother and I took a trip down to the Amway Center in Orlando, Florida to watch my first NBA game. I watched as Dwight Howard and Vince Carter bullied the 76ers and reveled in the noise and excitement throughout the arena. I could not get enough of it. Being a fan was the best thing I had ever experienced in my then 12 years of living. Fast forward 10 years and that same feeling is what gets me out of bed every morning. Being immersed in sports culture at a young age created a sense of fascination and intrigue with large scale athletic games and events for me. I am passionate about marketing and creating these memorable experiences for fans.



Vince Carter and Genesis. Oct 29th, 2009.

Through my coursework and experience in collegiate athletics, I have learned that my purpose is to serve athletes and ensure quality experiences through my work with sports marketing and promotions. From fan engagement to marketing initiatives, my instinct has always been to get involved and to figure out how things work or how I can improve them to better serve others.

## An Introduction

I obtained this internship through an introduction to Sue Wallrich from Dr. Pappas. Dr. Pappas gave me her contact information and told me that she would be a good person to talk to in the collegiate sport marketing industry. After discussing her journey into collegiate sports marketing, I realized that we shared many of the same 'reasons why' for our desire to work in this industry. From our conversation, I learned that Sue and I also had similar backgrounds working in minor league baseball and media. From there, Sue invited me to apply for the Seminole Marketing Internship. In Pappas' *Masters of The Game*, chapter nine discusses Dr. Joni Comstock and saying "Yes" to people and opportunities in sports, careers, and life. One piece of the discussion that spoke to me and was also reinforced to me by Pappas was leaving your comfort zone to find more opportunities. Dr. Joni made several cold calls to various departments hoping to make her way into an administrative role in college athletics. I was beyond excited to find out that I had been chosen to intern for this department.



Dr. Jason Pappas is an Associate Teaching Professor with Florida State University's College of Education in the Department of Sport Management.



# GENESIS D. LEGGETT

## SPORTS COMMUNICATION & ADMINISTRATION

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## EDUCATION

**AUGUST 2020- PRESENT**

**M.S SPORT MANAGEMENT**

FLORIDA STATE UNIVERSITY

**MAY 2020**

**B.A COMMUNICATION & SPORT ADMINISTRATION**

BERRY COLLEGE

Gate of Opportunity Scholar: A four-year residential, year-round, work-based scholarship. Worked 3,000+ hours for the college.

## AWARDS

- NCAA DIII CoSIDA Student Program Participant
- USTFCCA Indoor All-American
- O. Wayne Rollins Student Work Award
- Berry College Athletics Inspiration Award
- Qualified for NCAA DIII Indoor Track & Field Nationals 2018, 2020
- SAA Women's Field Athlete of the Year
- SAA Academic Honor Roll
- Dean's List Honors
- USTFCCA NCAA Division III Outdoor/Indoor All-Region Honors

## ACTIVITIES

- Berry College Track & Field Athlete (Captain)
  - Nationally ranked
  - School record holder in the Indoor shotput and weight throws
  - School record holder for the Outdoor shotput, hammer and discus throws
- Black Student Association
  - President Aug 2017- 2020
- Student Life Council
- Florida State Track & Field Athlete

## EXPERIENCE

**AUGUST 2016 – MARCH 2020**

**STUDENT DIRECTOR, BERRY COLLEGE SPORTS INFORMATION DEPARTMENT**

- Managed a staff of 20 students. Worked as part of a team to run game operations for 24 sports.
- Wrote game press releases for BerryVikings.com with comprehensive knowledge of AP style and sports statistics.
- Announced various men's and women's games, including conference and regional championship tournaments.
- Engineered music and audio sound boards for athletic games and events.
- Captured images using Nikon DSLR for the athletics website and social media. Berry Athletics social media channels ranks at the top of the Southern Athletic Association conference and top 100 in NCAA DIII.

**MARCH 2019 – AUG 2019**

**PRODUCTION ASSISTANT, ROME BRAVES – SINGLE A AFFILIATE OF THE ATLANTA BRAVES BASEBALL ORGANIZATION**

- Operated multiple cameras for online live stream footage, recorded DVD sales and archive purposes. Footage was sent to ESPN and MiLB.
- Worked with Daktronics system to display live statistics, team line-ups, crowd prompts, commercials, promotions and replayed footage on two outdoor HD boards.
- Communicated with a team of 10 to produce a show for both live and online audiences.

**MARCH 2018 – MARCH 2020**

**SOCIAL MEDIA ASSISTANT, BERRY COLLEGE OFFICE OF MARKETING AND COMMUNICATIONS**

- Created content calendar for the institutions Instagram, Facebook, Twitter, and Snapchat platforms.
- Designed creative posts to exhibit culture and community of the college for current and prospective students.

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## **SEMINOLES SPORTS MARKETING INTERNSHIP QUESTIONNAIRE**

### **Why do you want to intern with Seminole Sports Marketing?**

Being a Seminole Sports Marketing and Fan Experience intern will allow me to work alongside professionals that will help develop my foundational knowledge as I explore this field. I am fascinated by large scale athletic games and events. From fan engagement to marketing initiatives, my instinct has always been to get involved and to figure out how things work or how I can take them to the next level and that is what I plan on doing in this internship.

### **What strengths or attributes do you possess that will make you successful in this internship?**

My strengths that will help me excel in this internship would be my passion for sports and engaging with fans, my ability to adapt to changing circumstances while remaining focused on the desired goal, creativity, and attention to detail.

### **List all campus and community activities you are involved with, including other jobs:**

Track & Field, Sport Management Student Association

### **How will you successfully manage your time commitments between this internship, your classes, and other activities listed above?**

This internship would be my main priority, so I would schedule any other jobs or volunteering activities around the schedule of this internship.

### **DO YOU PLAN TO TAKE THIS INTERNSHIP FOR COURSE CREDIT?**

Yes

### **DO YOU HAVE EXPERIENCE WITH ADOBE PHOTOSHOP?**

Yes

## **FSU Baseball vs Clemson Marketing Plan**

### **1. Background**

- One of the main challenges of this event will be Covid-19 restrictions that limit the amount of fans that can attend the game and in-person promotional activities. Therefore, most of the promotions for this plan will be done through social media, flyers throughout the community, emails sent out to students, and radio advertisements to attract community members.
- FSU baseball's social media accounts currently use action photos and videos to highlight game performances, game updates, upcoming games, and team culture.

### **2. Objectives**

- 300+ plus student fans
- Increase social media engagement

### **3. Target audience**

I am using social media to target more student fans to attend the game. Since this is an ACC opponent it will be imperative that there will be plenty of lively fans who are engaged with the game.

### **4. Theme**

The main goal is to beat Clemson, an ACC rival.

- This event will be the "Unconquered" game and will play into the Seminole Boosters & Athletics Unconquered campaign. The theme will be a response to the impact of COVID-19 on the 2020 season and on our lives as a society. The message will be of unity and triumph as FSU fans come together while we continue to face the global pandemic. COVID-19 has taken away time with our families, sports, and many of the things we enjoy. So, this plan will encourage FSU students to come out and prove that seminoles are truly unconquered.

### **5. Action Plan**

- This plan will begin one month before the game with a social media challenge where baseball fans can respond to a particular post and explain what they were able to accomplish during the pandemic that shows how they were 'unconquered'. The participant with the best video will have their video played on the video board during the game and will receive a special swag bag filled with FSU baseball merchandise.
- There will be an Unconquered mask and bracelet giveaway to the first 300 fans to attend the game. College students love free merchandise, so this would be a great way to attract new fans and promote community health and safety.
- To keep student fans engaged, fans will be able encouraged to tweet about the matchup using the hashtag #FSUnconquered. Entertaining tweets will be shown on the video board during the game and reposted on FSU Baseball's social media story.

# INTERNSHIP EXPECTATIONS

## Great Expectations

Before the internship began, I had very high expectations for the opportunities that would arise. Florida State University has been home to some of the most talented athletes in the world, touting countless ACC and NCAA team and individual championships. Many of these athletes have gone on to achieve successful professional careers around the globe. This culture of winning has produced elite athletes as well as coaches and support staff. I had high expectations from FSU Athletics about the caliber of events, the number of resources available, and the level of opportunities that would arise by being a Seminole Marketing Intern.

This internship has exceeded my expectations in every way. FSU is set to host the 2021 NCAA DI Cross Country Championship meet this year. To prepare for this event, I am responsible for coordinating all marketing and promotions for the championship including: the creation of game event

scripts, creation of design elements, print materials, social media graphics, radio advertising scripts, cross promotional announcements across campus and other FSU athletic events, researching community interest for group sales opportunities, music/band

promotions, promotion of the Food Truck Fan Festival that will take place during the event, hiring national anthem singers, and learning the software, Tagboard, to integrate online social engagement in real-time. This opportunity has taught me so much about NCAA Championships and event planning. Leading the marketing efforts for a Division I championship event with total creative control over the promotional strategies has been an intense but rewarding experience. Everything from the resources to how the supervisors train you to be independent while completing tasks have been instrumental in my journey this semester.





# BACKGROUND

Florida State University's sport programs are known around the globe as the Seminoles and compete at the NCAA Division I level as members of the Atlantic Coast Conference since 1991. The ACC is one of the top conferences in the country and produces a myriad of talented athletes each year. Since the leagues inception in 1953, ACC schools have captured over 100 national championships. Additionally, over 200 NCAA individual titles have gone to ACC student-athletes.



To date, there are currently over 60 former Florida State University athletes playing their sports professionally. Former FSU athletes can be seen playing in the NFL, NBA, WNBA, PGA, MLB, NWSL, and playing professional softball. Collectively, the Seminoles have won 19 national championships and over 100 conference champions in addition to numerous individual national and conference titles.

## Swimming & Diving

The Florida State Swimming and Diving program began its journey in 1949 with just a men's program. Under Coach Bim Stults' leadership, the team quickly became a powerhouse in the men's collegiate swimming and diving community. This early team was able to boast undefeated seasons, and a 25-meet winning streak over the course of three years. Coach Stults would go on to lead the men's and emerging women's program for 25 years. The men's and women's swimming and diving teams each secured an Atlantic Coast Conference title in 2007 and 2006 respectively. Today, the team is lead by Head Coach Neal Studd, who has built the men's relays into the fastest in the nation. In his third season, the Seminoles were able to break nine school records, earned four All-American performances, three honorable mentions, four ACC event titles, two ACC silvers and three bronze medal performances. The program has produced 25 Olympians from its pool with the last 5 competing in the recent 2020 Olympics in Tokyo. Current Seminole standout, Izaak Bastian represented the Bahamas as he competed in the 100m and 200m breaststroke.



## Volleyball

The Florida State University volleyball team began as a club team in 1968. The team included a group of physical education students and a volunteer coach, some of whom still attend games regularly. As with many programs, the team had a bumpy start, often paying their own way into tournaments and shared warm-up suits with other women's club teams. In addition, the team had trouble dealing with brand new coaches for the first 5 years of its existence. The team had a triumphant turnaround in 1971 after Dr. Billie Jones assumed the coaching role on a permanent basis after its first appearance at the AIAW National Tournament. The team built off this momentum and amassed a whopping 107-22 record over the next six years. In 1982, Florida State became a NCAA volleyball member. Since then, they have qualified for the National Championship Tournament eight times and several have gone on to play professionally (Seminoles.com, 2014).



## Cross Country

The Cross Country team at Florida State has developed itself into a nationally renowned program since it was established as a men's program in 1962 with the women's program beginning six years later. Since its inception, the program has amassed 388 All-American honors between track and cross country.

Currently standing at the helm, Head Coach Bob Braman is in his second decade at Florida State as the third-longest tenured head coach in Seminole athletics. While under his reign, the Seminoles have been synonymous with success. The men have earned 19 top-10 NCAA Championship finishes after finishing 10<sup>th</sup> at the 2021 NCAA Outdoor Championships and the women added their seventh top-10 finish in 2019. The men's team has made the NCAA Championships in 14 out of the last 18 years. Additionally, the FSU Cross Country trophy case includes the USTFCCCA John McDonnell Award for the 2010-2011 season. Over the past two decades the Seminole men have achieved 24 ACC championship titles, the women have been able to grab eight ACC titles as well. In 2011, Ngoni Makusha was



awarded The Bowerman Award, which is considered the highest honor an athlete can earn in college track & field.

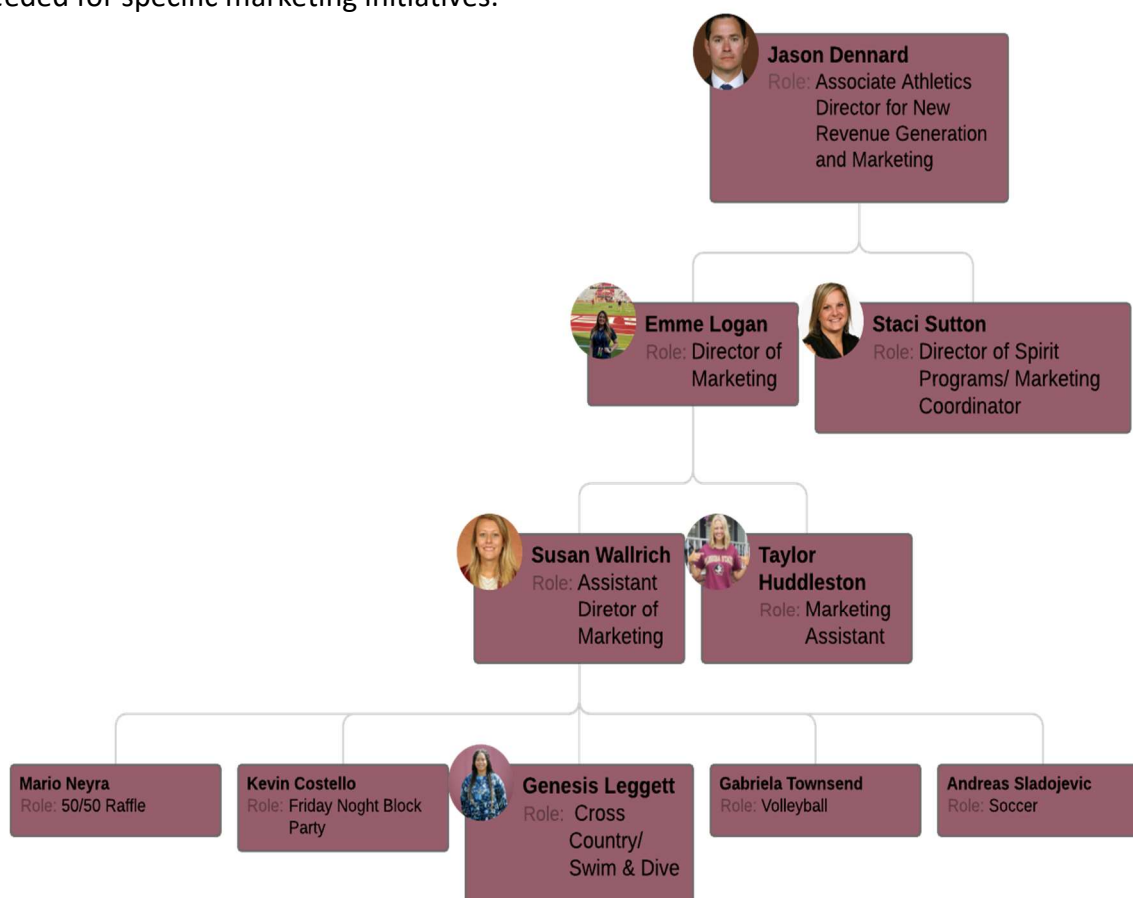
Florida State University had the honor of hosting the 2021 NCAA Division I Cross Country Championships in Tallahassee. FSU held one of the favorites to win the individual title on the men's side with Adriaan Wildschutt. Wildschutt had achieved the runner-up title the previous year. At the conclusion of the event, Florida State had grabbed three All-American honors in Adriaan Wildschutt, Ahmed Muhumed, and Lauren Ryan. The Seminoles ended with two top 20 team finishes with the women finishing 19<sup>th</sup> while the men posted their best finish since 2012 at 20<sup>th</sup> place. In his short time at Florida State, Wildschutt has become one of the greatest long-distance runners in program history. This championship was one of the major projects I worked on for my internship.



# ORGANIZATIONAL STRUCTURE

My direct supervisor for this internship was Sue Wallrich, an Assistant Director of Marketing. Sue is responsible for developing and coordinating marketing initiatives for FSU's Soccer and Baseball teams. She also oversees training for the intern program and the FSU Athletics Kids Club. When I began the internship, Sue was my initial point of contact, however after taking the lead on cross country and swimming & diving I began working with Taylor Huddleston. Taylor is Marketing Assistant for Indoor Volleyball, Beach Volleyball, Cross Country, and Swimming and Diving. She also is responsible for updating the weekly This Week In Seminole Athletics (TWISA) flyers. As a game day intern, I assisted Taylor with carrying out duties as needed based on the theme of each volleyball match.

As the lead intern for cross country and swimming & diving, I worked with Taylor to plan and coordinate the NCAA D1 Cross Country Championship event, and various themed meets for the swim team. I was also able to work with Staci Sutton, the Director of Spirit Programs and Marketing Coordinator. She manages the business operations and reports for the Marketing department. I worked closely with Staci to place orders for flyers, product giveaways, and items needed for specific marketing initiatives.





# LEADERSHIP STYLES

## Sue Wallrich

Working with Sue has been a continuous learning curve, in the best way possible. When I was assigned as a lead intern, I sat down with Sue to discuss my responsibilities and to get a feel for what would be expected of it. She went on to give me a shortlist of the important events I would need to plan and coordinate for, however the instruction ended there. At first, I felt discouraged by the lack of guidance and communication of expectations, but I learned to realize that not being 'babied' through my internship is exactly what I wanted. I had expected to be told exactly what to do and how to do it to avoid 'messing up'. She gave me the creative freedom to develop my own ideas and execute them. This forced me to be thorough in my approach to planning, budgets, and content design.



Sue's laid-back style of leadership has encouraged me to be confident in the work I produce. Despite the discouragement I felt in the beginning, Sue has always been available to answer my questions (once I had figured out exactly what to ask). All in all, I believe that I have worked very well under this unfamiliar style of leadership. In my opinion this type of leadership compliments the creative nature of marketing. Giving interns the freedom to think outside the box can produce amazing results.

## Taylor Huddleston

Taylor Huddleston is the new Marketing Assistant and is responsible for marketing initiatives for volleyball and softball. As I worked on coordinating the NCAA Cross Country Championships, Taylor became the full-time staff contact for the event. I would describe Taylor's leadership style as delegative. While working on cross country and volleyball tasks, Taylor often delegated projects to various interns and gave us creative control in seeing things through.



## Emme Logan

Emme Logan is the new Director of Marketing for Seminole Sports Marketing. Emme has taken the lead on marketing and promotions for men's and women's basketball. As the new head of the internship program, Emme has established herself as an authoritarian leader. Basketball promotions have thousands of dollars tied to them, so it is important that everyone has clear guidelines.





# INTERNSHIP DUTIES

The Florida State University Athletics Marketing department serves as the face of the Seminoles brand and varsity sports teams to many of the fans and customers, as well as a source of revenue generation and ideation. The department is committed to providing a high-quality customer service experience to each fan that attends a game or event, creating a fun, engaging, and family-friendly environment at all of competitions and community events, promoting, developing, and implementing new ideas and initiatives to grow the Seminole fan base. My internship duties varied across sports and office work. My focus was to develop, coordinate, and execute comprehensive marketing plans that focus on enhancing gameday atmosphere, fan engagement and event attendance for FSU's Cross Country, Volleyball, and Swimming & Diving teams.

## Office Hours & Spear It Rewards

My time in the office was spent planning and preparing marketing materials for upcoming sport events. Other clerical duties such as answering phones, processing poster requests, assisting with Spear-It Reward orders, distribution of schedule cards, posters, table toppers and flyers, and other tasks around the office were completed as well. On game days I assisted with game management and operations of other sponsored events. I promoted tickets sales and assisted in the production of advertising concepts and materials.



## Promotions

### Volleyball

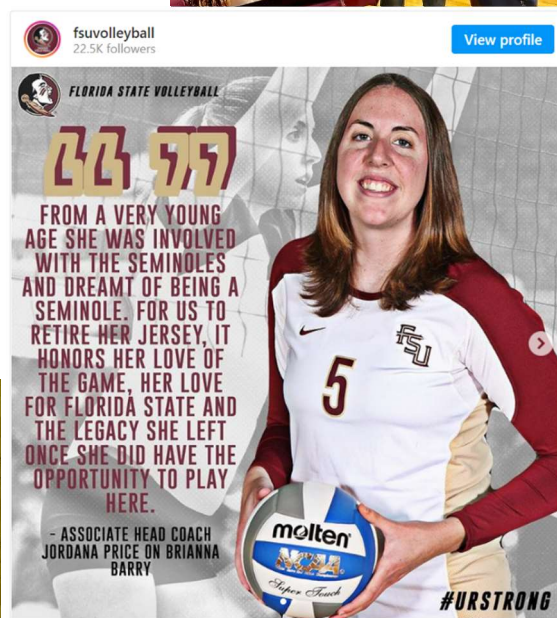
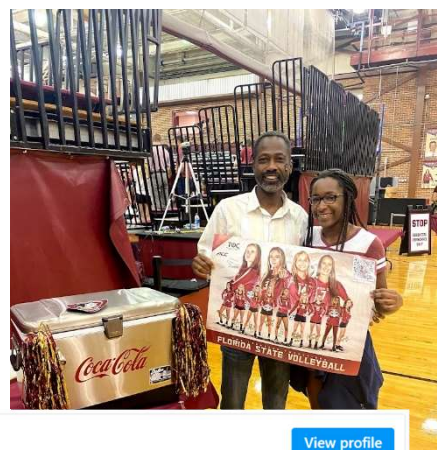
This season Florida State's volleyball team has seen several matches that reached fan capacity. My marketing team coordinated several sell-out promotions including a Halloween Costume Fashion Show, Mental Health Awareness match,



Family Day match, Paint it Pink, Military Appreciation Night, unique freshman, sophomore, junior, and senior nights, and a Donuts for Bri recognition promotion.

Donut's for Bri was a jersey retirement ceremony to celebrate the life of a former volleyball player who passed away over the summer. To prepare for this event, I assisted with packaging over 700 donuts and labeled them with stickers to give out to fans entering the game. I was proud to see the positive outcome. Each gameday we are tasked with passing out posters, gameday programs, a Tully traditions flyer and other various giveaways.

To support Tallahassee Memorial Hospital in it's breast cancer awareness campaign, the FSU volleyball team held a pink jersey auction where all proceeds were donated.







## Head Intern Assignments

As the lead intern for Cross Country and Swim & Dive my first task to was create a comprehensive marketing plan for both teams. I began this process by taking a look at both schedules and assessing what type of promotions would complement each home meet. From there, I started coordinating logistics and potential giveaways for each promotion.

### Cross Country Schedule

Sep 17th XC Open

**Oct 15th** FSU XC/ Pre-Nationals

Nov 20 NCAA XC Championships

### Draft Promotional Schedule

#### Sept 17th XC Open

Marketing table: temporary tattoos, stickers, t shirt giveaway, raffle for prize basket, food/fruit giveaway, first 40 people wearing garnet or gold get free tattoo or shirt, or free popcorn/fruit watermelon slices

#### Oct 15th FSU XC/ Pre-Nationals

Marketing Table: Pink Out (Breast Cancer Awareness). Pink Temporary tattoos, T-shirts, stickers.

#### Nov 20 NCAA XC Championships

Billboard - runner's chest with FSU logo as the main point, dirty, grungy, dirt flying, NCAA Championships & info on side

Video Board

Spin the wheel to win a prize (stickers, t shirts, gift cards, etc).

### Swimming Schedule

Sept 24th Garnet v Gold 2 PM

**Oct 15th Auburn 11 AM**

Oct 30th UWF, UNF, FSC 1PM

Nov 5th Florida 2 PM

Jan 6th Texas A&M 2 PM

Jan 28th Tampa 2PM

### Draft Promotional Schedule

#### Sept 24th Garnet v Gold

Alumni Weekend

- ❖ Alumni Tailgate
- ❖ Alumni goodie basket raffle

#### Oct 15th Auburn

Pink Out, Breast Cancer Awareness Meet

- ❖ First 50 fans will receive a pink FSU swim cap
- ❖ Signed posters from Olympic swimmers

#### Oct 30th UWF, UNF, FSC

Freshman Meet

- ❖ Post Meet autographs or giveaway signed posters/ T-Shirts

#### Nov 5th Florida

Boat Race Challenge

- ❖ Two Mini Electric speed boats that will be decorated with FSU vs UF elements. Pre-picked participants will race the boats across the pool & back. The winner will receive a T-Shirt/ Poster.

#### Jan 6th Texas A&M

Local swim club invitation

- ❖ Represent your local youth club and receive a free popcorn/ swim cap

#### Jan 28th Tampa

Senior Day



## Cross Country

The Florida State Cross Country team hosted an Open Invitational in addition to the NCAA Championship meet. Prior to the race I assisted with wrapping and packaging T-shirts that would serve as giveaway prizes for an FSU XC Trivia game I developed. The meet also gave me the opportunity to conduct marketing research by talking to fans and getting a feel of what works, what does not work, and what they would like to see instead. My biggest takeaway from the event would be that cross country fans actually love the idea of having fan enhancement activities between or throughout the races. The typical marketing approach for cross country has been to keep it as simple as possible due to the time constraints of a typical race. With the success of the fan festival for the championship meet, it is my hope that future marketers put more effort into promoting the less popular Olympic sports.

Away from the course, I coordinated the production of the team's promotional items, most notably the team poster. It started with a photoshoot where I worked with each athlete to come up with fierce and exciting poses to showcase their excitement for the upcoming season. I also designed and created custom buttons to be given as novelty promotional items.



## Swim & Dive

The FSU Swimming & Diving team held three meets this semester. The highly anticipated rivalry meet against the University of Florida was canceled. Working with swim team was incredibly rewarding, I was able to push myself to develop marketing initiatives for a sport that I was not familiar with. The team has hosted Auburn, Florida Southern, West Florida, and North Florida. For the team's meet against the University of Florida, I developed the idea of an electric boat race. Two predetermined fans would race the electric boats across the diving pool, the winner will receive free FSU gear. I believe that this is an idea that could be used for years to come.

The team also participated in a "Paint it Pink" meet to raise money and awareness for breast cancer. Prior to the meet I designed a special swim and dive Paint it Pink button to be used as promotional items. I was also responsible for selling Paint It Pink T-Shirt on behalf of Tallahassee Memorial Hospital. Unlike the other lead interns, I did not have extra interns to help with smaller tasks, which means there is less collaboration for brainstorming ideas or preparing for events.





## 2021 NCAA DI Cross Country Championship

As the head intern for the Florida State Cross Country team, I was responsible for coordinating all marketing initiatives for the 2021 NCAA DI Championship meet. This event challenged me in every way possible. To prepare for this event I collaborated with internal departments, corporate sponsors, NCAA representatives, Visit Tallahassee representatives, a military flyover team, various sport professionals, and community members to make this event a success. I was responsible for the creation of a game event scripts, announcer script, DJ promotions, and video board content the day of the event (Tagboard). Prior to the event, I assisted with the creation of design elements, including print materials, social media graphics, and radio advertising scripts, cross promotional announcements at other FSU athletic events. For this event I also analyzed community interest for group sales opportunities.



I worked closely with the cross country team staff, and the Florida State Athletics Facilities department to create an event like no other. Coach Braman was adamant about getting a billboard in town to promote the championship event. It took months of cutting through red tape, but I was able to get him that billboard. The look on his face and his staff's faces were priceless. This one singular thing made the event that much more special for them, and I was proud of my ability to get it done.

Our team came up with the idea of having a Fan Enhancement Festival, where there were several food trucks, axe throwing, face painting, airbrush tattoos, a kettle corn stand and more. Additionally, I have gotten to work closely with our outside partners to produce a radio advertisement and utilize grassroots advertising methods throughout the community. There have been several opportunities for me to further develop my graphic design skills, which is essential for those in the marketing industry.

The journey to the championship was not an easy one. I encountered obstacles at what seemed like every step. However, I am still overjoyed with the result! The team finished their season with three All-Americans, the women's team placed in the top 20, and the men finished 20<sup>th</sup> which is a team best since 2012. At the conclusion of the event, I was able to sit back and watch as student-athletes, coaches, and fans cheered and celebrated each other's success. This was my absolute favorite part of the event.



# CHAMPIONSHIPS

2021-22 NCAA® CHAMPIONSHIPS

HOST MARKETING AND PROMOTION PLAN

## Host Information.

Date: November 20, 2021

Name: Genesis Leggett

Title: Marketing Intern

Host Institution/Entity: Florida State University

E-mail: gdl20h@my.fsu.edu

Phone: 386-292-6167

Marketing Team Members (names, titles, contact information and role of all key contributors to your marketing efforts, including internal and external).

| Name              | Title                 | Role | Contact Information   |
|-------------------|-----------------------|------|-----------------------|
| Taylor Huddleston | Marketing Assistant   |      | Tayhudd1@aol.com      |
| Staci Sutton      | Marketing Coordinator |      | ssutton@admin.fsu.edu |
|                   |                       |      |                       |
|                   |                       |      |                       |
|                   |                       |      |                       |



**Championship Information.**Division: I ☒ II ☐ III ☐ National Collegiate ☐Gender: Men's ☒ Women's ☒ Mixed ☐ Sport ☐ Cross Country ☐

Championship Date(s): November 20, 2021

Venue Name: Apalachee Regional Park Event Capacity: **Ticket Sales Information.**

Date tickets on sale: \$10 Total tickets sold to date: n/a

List all ticket package options – adult, youth, student, senior, group, family, etc. - and pricing including all-session, and single session.

|          | All-Session | Single Session |
|----------|-------------|----------------|
| Adult:   | \$10        | \$10           |
| Youth:   | \$10        | \$10           |
| Student: | \$10        | \$10           |
| Senior:  | \$10        | \$10           |
| Group:   | \$10        | \$10           |
| Family:  | \$10        | \$10           |
| Other:   |             |                |

**Point of Sale Opportunities.** Please describe all ways fans can purchase tickets, e.g., online, telephone, box office.

Tickets will be available on day-of-race only. In the past, presales have not been successful for us.

**Target Markets.** Define your target market based on the dates and times of the championship games you are hosting. Your target market should be specific to your site and identified demographic target. Additionally, you should identify other target markets. Please list in priority order.

General demographics of your target market:

1. Community members ages high school through 45
2. Runners

Specific target markets:

1. Runners in the local and regional area
2. Florida State stakeholders-season ticket holders, donors, XC alumni

**Marketing Plan Objectives.** Outline your goals and objectives for the tournament. Specifically, how do you plan to meet the ticket sales goal above and key dates to meet those objectives?

We have creative ribbons off the NCAA website that can be used on websites. At home events for football, soccer and volleyball we can read a PA and display a video board graphic about the upcoming championship. We will continue to market through eblasts, social media updates, and through our sponsors in the Tallahassee and regional areas. If Visit Tallahassee can have a logo on the ad, A billboard can be used to target Tallahassee, as well as, signage in the Tallahassee International Airport around baggage claim.

**Host/LOC Resources:**

| <b><u>Resources:</u></b>         | <b><u>Host</u></b>                     | <b><u>LOC</u></b> | <b><u>Community<br/>(CVB, Chamber<br/>of Commerce,<br/>Sports<br/>Commission,<br/>etc.)</u></b> | <b><u>Venue</u></b>             | <b><u>Other</u></b> |
|----------------------------------|----------------------------------------|-------------------|-------------------------------------------------------------------------------------------------|---------------------------------|---------------------|
| <b>Database Name &amp; Size:</b> | <b><u>Florida State University</u></b> |                   |                                                                                                 | <b><u>Apalachee Parkway</u></b> |                     |
| <b>Website Address:</b>          | <b><u>Seminoles.com</u></b>            |                   |                                                                                                 |                                 |                     |
| <b>Video/LED Board:</b>          | <b><u>N/A</u></b>                      |                   |                                                                                                 |                                 |                     |
| <b>Print Publications:</b>       |                                        |                   |                                                                                                 |                                 |                     |
| <b>Facebook Fans:</b>            | <b><u>8,207</u></b>                    |                   |                                                                                                 |                                 |                     |

|                                       |                     |  |  |  |  |
|---------------------------------------|---------------------|--|--|--|--|
| <b>Twitter Followers:</b>             | <b><u>14.4K</u></b> |  |  |  |  |
| <b>Local Event Calendar Listings:</b> |                     |  |  |  |  |
| <b>Other:</b>                         |                     |  |  |  |  |

**Marketing Plan.** Below, please outline your specific marketing plan, including all traditional and non-traditional marketing efforts focusing on local and regional efforts.

| <b>Marketing Activation</b>            | <b>Details (describe activation)</b>                                                                                                                                            | <b>Timeline/Dates</b>        |
|----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| <b>Grassroots Efforts:</b>             | Fliers/posters around town, table toppers at local bars and hostess stands. Potentially table toppers in the UCC club during football gamedays. Connect with local running club | Now-November 20              |
| <b>E-mail Blasts:</b>                  | Either via chamber of commerce or from FSU XC or Visit Tally email. Send to FSU staff and faculty in emails and newsletters.                                                    | Now-November 20              |
| <b>Social Media:</b>                   | Insta: @fsu_track<br>Twitter: @FSU_Track<br>Facebook page (can pay to have posts boosted on here)                                                                               | Now-November 20              |
| <b>Cross Promotions During Events:</b> | Graphic and PA blurb running during home FB games, soccer and volleyball games.                                                                                                 |                              |
| <b>Group Sales:</b>                    | Plan to target girls on the run or other local running clubs for tickets                                                                                                        |                              |
| <b>Online:</b>                         | Download the website ribbons and have them on the cross country Seminoles.com page                                                                                              | Now-Nov 20                   |
| <b>Radio:</b>                          | Run a commercial on our partner stations                                                                                                                                        | Now-November 19              |
| <b>Print Publications:</b>             | Ads in the Tallahassee Democrat                                                                                                                                                 | Now-November 19 periodically |
| <b>Outdoor:</b>                        | Billboard in Tallahassee if Visit Tally can have it done                                                                                                                        | Now-November 20              |
| <b>TV:</b>                             | Commercial running on local ABC, NBC, CBS, and FOX affiliates                                                                                                                   | Now-November 19              |
| <b>Other:</b>                          |                                                                                                                                                                                 |                              |

**Marketing Budget.**

Host Marketing Budget from Bid Specs: **\$2,000**

NCAA Online Marketing Website Budget: **\$1,500**

Total Marketing Budget: **\$3,500**

Indicate specific dollar amounts and how funds will be spent below.

| <b>Host Marketing Budget from Bid Specs Allocation:</b> | <b>Budgeted</b>        | <b>Actual Cost</b>     |
|---------------------------------------------------------|------------------------|------------------------|
| <b>Digital billboard advertising</b>                    | <b>1000</b>            | <b>TBD</b>             |
| <b>Boosted posts on FB</b>                              | <b>500</b>             | <b>500</b>             |
| <b>Advertising in Statesman</b>                         | <b>100</b>             | <b>100</b>             |
| <b>Table-topper production</b>                          | <b>TBD</b>             | <b>TBD</b>             |
|                                                         |                        |                        |
|                                                         |                        |                        |
|                                                         |                        |                        |
|                                                         |                        |                        |
| <b>Online Marketing Website Budget:</b>                 | <b>Budgeted</b>        | <b>Actual Cost</b>     |
| <b>Posters</b>                                          | <b>300</b>             | <b>TBD</b>             |
| <b>Online advertising</b>                               | <b>600</b>             | <b>600</b>             |
| <b>Digital billboards</b>                               | <b>600</b>             |                        |
| <b>Trade</b> (List all trade and value below):          |                        |                        |
| <b>Advertising in Tribune Star</b>                      | <b>Trade from pool</b> | <b>Trade from pool</b> |
| <b>TOTALS</b>                                           | <b>\$</b>              | <b>\$</b>              |

#### **NCAA Resources:**

- Online Marketing Website: [www.ncaachampspromotion.com](http://www.ncaachampspromotion.com)
  - Username:
  - Password
- Guidelines (documents provided separately):
  - Social Media
  - NCAA.com
- Prior host marketing plan (document provided separately)
- NCAA Websites
  - [NCAA.com](http://NCAA.com)
  - [NCAA.org](http://NCAA.org)
  - [NCAA Licensees](#)



# SUPPORT YOUR CROSS COUNTRY SEMINOLES

Come cheer on your Noles at the  
NCAA Division I Cross Country Championship Meet!

**Apalachee Regional Park**

**Nov 20th**

**Gates Open at 8 A.M.**

**Buy your tickets at**

**Seminoles.com**

## Family Fun

Kettle Corn  
Coffee  
Axe Throwing  
Airbrush Tattoos  
Soul Food  
Photo Bus  
Lemonade, Sweets  
and MORE!





## GET YOUR NCAA® DIGITAL PROGRAM FOR THE DIVISION I CROSS COUNTRY CHAMPIONSHIPS

Scan this QR code with your smartphone or visit  
[NCAA.com/DICrossCountry](http://NCAA.com/DICrossCountry)  
to view the digital program for this championship.

To view other NCAA digital programs, visit [NCAA.com/gameprograms](http://NCAA.com/gameprograms).  
Digital program is available for viewing online and for download via PDF.



### OFFICIAL NCAA® CORPORATE CHAMPIONS



### OFFICIAL NCAA® CORPORATE PARTNERS



### CONNECT WITH THE NCAA ON THE WEB


NCAA is a trademark of the National Collegiate Athletic Association.

## 2021 NCAA XC Championship Fan Giveaways

Budget: 006030 | Chartfield: wtrk/mtrk

Name, Description, Price x Quantity, Total Price

Purpose: The products listed below will be used to entice FSU students and the Tallahassee community to attend the NCAA Championship. These products complement the outdoor nature of cross country and all can be used for outdoor activities. The individual giveaways will be used as prizes for a 'spin the wheel' game.

Individual Giveaways: [smilepromotions.com/](http://smilepromotions.com/)

|    |                                                                                                                                                  |              |              |          |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------|----------|
| 1. | <b>Custom Debossed Silicone Wristbands</b><br><br>Wristbands will be used as an individual giveaway with the prize wheel.                        | Multi        | \$ .65 x 150 | \$97.50  |
| 2. | <b>Muse 22 oz. AS Water Bottle</b><br><br>Water bottles will be used for individual giveaways with the prize wheel.                              | Smoke        | \$5.89 x 100 | \$589    |
| 3. | <b>Frontzip Drawstring Backpack</b><br><br>Drawstring backpacks will be used as an individual giveaway.                                          | Multi/ Black | \$2.97 x 150 | \$495.50 |
| 4. | <b>Classic Fashion Sunglasses w/ UV Lens</b><br><br>Sunglasses compliment our outdoor giveaway theme. They will be used as individual giveaways. | Multi        | \$1.35 x 150 | \$247.50 |

|    |                                                               |       |             |         |
|----|---------------------------------------------------------------|-------|-------------|---------|
| 5. | 8.5 inch Beanies<br><br>Will be used in individual giveaways. | Black | \$3.30 x 48 | \$158.4 |
|----|---------------------------------------------------------------|-------|-------------|---------|

For Bundle: <http://www.keltner-inc.com/>

|    |                                                                                                     |       |              |          |
|----|-----------------------------------------------------------------------------------------------------|-------|--------------|----------|
| 1. | Marco Polo Backpack<br><br>One backpack will be used in a bundle to be raffled off during the meet. | Gray  | \$77.24 x 6  | \$513.44 |
| 2. | My Vibe Wireless Headphones<br><br>One pair of headphones will be used in the giveaway bundle.      | Black | \$60.36 x 10 | \$603.60 |

**Total: \$2,704.94**







ALL-AMERICAN

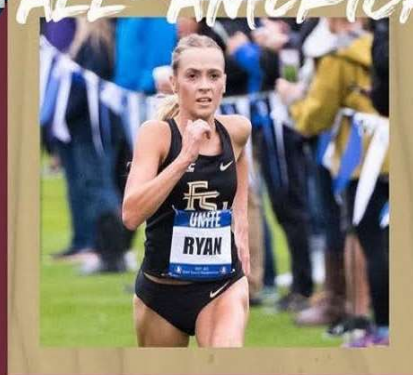


**Ahmed Muhumed**

20th PLACE • MEN'S 10K • 29:19.9



ALL-AMERICAN



**LAUREN RYAN**

26th PLACE • WOMEN'S 6K • 19:50.01



ALL-AMERICAN



**Adriaan Wildschutt**

6th PLACE • MEN'S 10K • 28:52.0



WOMEN'S CROSS COUNTRY

2021 NCAA XC CHAMPIONSHIPS

19<sup>TH</sup>



MEN'S CROSS COUNTRY

2021 NCAA XC CHAMPIONSHIPS

20<sup>TH</sup>















## Conclusion

At the beginning of the internship my expectations were very high. I was confident that I would be taught key skills needed to succeed as a sport marketer. As mentioned before, my expectations hit a wall once I realized that most of the teaching would come from figuring out things for myself. By taking the initiative to hit the ground running and make my own progress on projects, I was able to teach myself crucial skills that I would need beyond my time at Florida State. Whenever I felt like I was stuck in a rut, I had no choice but to 'figure it out'. There was a to-do list of items that needed to be accomplished and it was my responsibility to make sure they got done. Unknowingly to me, this internship was exactly what I was expecting.

This experience will absolutely help me in my future endeavors. Every skill I have developed from effective planning to graphic design will carry into my professional career. As I begin the job hunt process, I have realized that I feel more confident applying for positions with the experience I've gained. I would recommend a practicum like this to others.





# THANK YOU SEMINOLE SPORTS MARKETING!!

