



## NCAA DIVISION II Football Championship Promotional Grant Summary

### EVENT OVERVIEW

On December 18, 2021, McKinney ISD Athletic Dept., in partnership with the City of McKinney, Visit McKinney and members of the community, once again hosted the NCAA Division II National Football Championship game at McKinney ISD's state-of-the-art athletics stadium at 8 p.m. The two teams competing for the title were Ferris State, from Big Rapids, MI and Valdosta State from Valdosta, GA. The Ferris State Bulldogs were crowned the National Champion.



The Ferris State Bulldogs are the 2021 DII National Champions

High-profile events such as this championship game provide the city an opportunity to showcase McKinney's vibrant and charming community, as well as spur its hospitality businesses, and drive tourism, bolstering local sales tax dollars. This year the game was televised on ESPNU, showcasing the City of McKinney and our beautiful city. This is publicity that the city could not afford to purchase. **According to the city marketing department, "The city could not have afforded to pay for the amount of publicity received while the game was being televised."**

The teams from Michigan and Georgia arrived on Wednesday, December 15. Valdosta State stayed at the Sheraton Hotel in McKinney. Because the Sheraton is the only full-service hotel located within the city limited, Ferris State was housed at the Marriot Hotel in Allen.

Although the actual sales tax dollars reaped by the city during game week are impossible to accurately track, there is the assumption that many more hotel rooms sold in conjunction with the NCAA game went unreported. (Most hotels are unwilling to track results) It was reported that many Valdosta fans did stay in McKinney hotels over the game weekend. Unfortunately, McKinney lost the Ferris Alumni Association to the Marriot Allen Event Center.

### B. TIMELINE OF EVENTS & MARKETING TIMELINE

The 2021 championship game was held on Saturday, December 18 at 8 p.m. This is the first time in McKinney's three-year history of hosting that the game was held in the evening.

Both teams arrived on Wednesday, December 15 and fans began arriving that same evening.

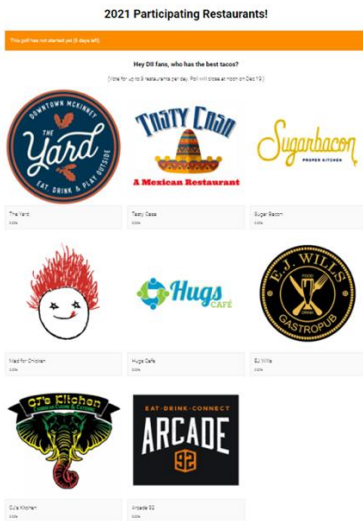
Despite having big plans for the weekend, the NCAA local committee was informed in Oct. that this year the NCAA required strict COVID – 19 protocols, eliminating some of the events that had been planned, including the brunch event for the coach’s wives and the cheerleading breakfast and more.

The NCAA planning committee was able to convince NCAA leadership to give permission to hold the Fan Fest at Tupps Brewery on Friday, December 17 from 6 - 9 p.m., with over 700 fans attending.



<p><b>Fan Fest</b> Friday, Dec. 18 6 – 8 p.m. (included w marketing for game)</p>	<p>Tupps Brewery with DJ Uptown Sound</p>	<p>Free</p>	<p>10/1 – 12/18/20</p>	<p>600-800</p>	<p><b>Digital Marketing</b> targeting: *Championship team cities and surrounding areas *McKinney, TX social media Posting</p>	<p><b>Spend</b> \$1025</p>
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The committee also drove the Tacos, Tequila & Cerveza event where, in true Texas hospitality, participating restaurants offer a taco special and/or a special drink. Diners are asked to vote on their favorite taco and Tasty Taco won the title in 2021. This year few restaurants were willing to join the event, (only 8) so the committee has decided to abandon this concept for future NCAA championship weekends.



EVENT	LOCATION	ADMISSION	MARKETING TIMELINE	PROJECTED ATTENDANCE	MARKETING	BUDGET
<b>Tacos, Tequila &amp; Cerveza</b> Friday – Sunday, Dec. 18-21	Participating McKinney Eateries offer taco special.	Cost of individual purchases	Oct. through Dec. 19, 2021  Begin marketing campaign targeting McKinney market in Oct. Expand market Nov/Dec.	1000 participants (Working to create a contest to enable tracking)	<b>Digital Marketing</b> targeting final 4 Championship cities and surrounding areas McKinney and Collin County Social Media	<b>Spend</b> \$1000

**NCAA CHAMPIONSHIP GAME**

**Marketing:**

EVENT	LOCATION	ADMISSION	MARKETING TIMELINE	PROJECTED ATTENDANCE	MARKETING	BUDGET
<b>DII Championship Football Game</b> Dec. 19	McKinney ISD Stadium	General \$20 Reserved \$25	Sept. – game day. Dec. 2021 Began Facebook/Instagram and Twitter posts to Remind fans to save the date	Goal: 6000	<b>Radio: KLAK &amp; affiliates</b> Targeting southeastern OK and northeastern TX, & McKinney	<b>Actual Spend</b> \$900

			Drop end of Nov.  Run Digital Contest (Nov./Dec.)		<b>Community Impact Print</b> (McKinney, Frisco) 150,000 mailboxes	\$1422.00 (able to obtain city rate)
			Booth at Oktoberfest (Sept.) Talk to attendees and hand our rack cards  Fort Worth Weekly The County Line (Nov./Dec.)		<b>Rack Cards w info</b>	\$115  \$250 \$300
			Nov/Dec.  Ongoing Nov. – Dec.  Boosted Posts (ongoing)  Promote Santa at the game (Post Thanksgiving/Dec.)		<b>Social Media Digital Ads</b> Begin paid ads Targeting metropolitan area, cities where universities are located	\$4000   \$190





NCAA DII Football Digital Ad Examples



Ferris State fans cheer during the championship game

Goal of 6000 in game attendance was not met.

**2021 CHALLENGES**

This year’s attendance number of 3800 was disappointing, to say the least. Although very targeted digital marketing, combined with print advertising and email blasts focused on local markets, the local committee’s assessment that game attendance was affected by many factors out of our control, including:

- Late game start at 8 p.m. combined with the cold temperatures (Low 40’s with wind a factor) likely discouraged families who might have decided at the last minute to attend as a family.
- Competition from state football championship game in Arlington
- Date being close to Christmas and right as holiday break for area school districts begins is a hurdle as many families leave town as soon as school break begins.
- COVID-19 had begun to spike, sparking travel concerns, further exacerbating NCAA COVID protocols, possibly making football games less of a priority.
- Given the rise in COVID cases, the marketing committee focused more on saturating local markets and markets within a few hours’ drive.

**POSITIVES**

- Some local businesses have indicated positive impact due to visitors who arrived in McKinney for the game.
- The Sheraton Hotel was fully occupied by one of the football teams, coaches, family members and NCAA staff.

**NCAA Championship Game 2021 Marketing Budget**

Projected Income	2021 PROPOSED BUDGET	ACTUAL BUDGET
MCDC Grant	\$15,000	15,000
NCAA Marketing	\$ 4,000 *may be less due to NCAA budget constraints	1,000
NCAA Website Maintenance & Expansion	\$ 1,000	1,500

<b>TOTAL</b>	<b>\$20,000</b>	<b>17,500</b>

<b>Projected Marketing Expenses</b>	<b>2021 Proposed Budget</b>	<b>ACTUAL EXPENDITURES</b>
Digital Marketing (Targeted digital ads, social media, graphic design)	\$11,000	12,957.91
Print ads (design fees included) Rack Cards	\$ 3,500	2087.00
Radio ads	\$ 1,500	900.00
Billboard	\$ 1,500	0
Website fees (maintenance and server)	\$ 1000	1500
<b>TOTAL</b>	<b>\$20,000</b>	<b>17,444.91</b>

### **SUMMARY/CONCLUSIONS**

While hosting the national football championship itself is a driver of economic development, as because many local businesses have reported that they did have an increase in business, the local marketing committee has come to the following conclusions:

1. Despite added, very targeted marketing, the game attendance itself is controlled and influenced by many other factors, such as game schedule, weather, COVID and the NCAA, over which marketing has little influence.
2. The McKinney committee has no control over which teams end up competing here. Some teams have fan bases that travel better than others.
3. The televising of the game itself is an enormous advertising opportunity for the City of McKinney.
4. **A much smaller amount, if any, MCDC promotional funding may be sought by the marketing committee in 2022.**
5. The marketing committee was hoping to use a portion of this year's MCDC funding for the promotion of a new app, which would make McKinney businesses, hotels, and restaurants accessible on a mobile device. NCAA pushed back on the app development.
6. Consistent feedback from local business indicates that while many see an increase in business during the game weekend, they have no way of measuring if it's due to the holiday season or the game, or a combination of both.
7. General lack of cross marketing efforts by local business (a few, like the Celt, do well with fans due to cross marketing efforts)

Until such time that the City of McKinney, and other interested parties, build a second full-service hotel within the city limits, the city will continue to lose business to surrounding cities. Although the City of McKinney does reap the benefits of many fans staying for two nights, as well as two in McKinney, the city continues to lose business to Allen. For example, in 2021, the Ferris State Alumni Association booked their fan base at the Allen Marriot Event Center and held two big events for their alumni at the hotel.

**Tupps Brewery event manager said, "We did double to triple (the business) what we do on a normal Friday night."**

Results

Paid Reach

286,227 ↑ 100%



Facebook Page Reach

302,911 ↑ 144.8K%



Instagram Reach

12,824 ↑ 67.4K%



See results report

Content

Sort by Reach



Nov 15, 2021  
Ad 1 - image  
Reach: 57.4K



Nov 22, 2021  
Ad 1 - video  
Reach: 55.5K



Nov 25, 2021  
Ad 1 - image  
Reach: 54.7K



Nov 27, 2021  
Ad 1 - image  
Reach: 53.1K



Nov 16, 2021  
Ad 2 - image  
Reach: 44.5K



Nov 26, 2021  
Ad 1 - video  
Reach: 41.5K

See content report

Audience

Facebook Page Likes

636

Age & Gender



Instagram Followers

110

Age & Gender

