

NCAA Division II National Football Championship Promotional Grant Narrative

I. The NCAA Division II Football Championship Game was held on Saturday, Dec. 21, 2019, at McKinney ISD Stadium, 4201 S. Hardin Blvd. McKinney. This game being held in McKinney is the result of an ongoing partnership between McKinney ISD, the City of McKinney and the Lone Star Athletic Conference.

The event chair was Shawn Pratt, Athletics Director for McKinney ISD. Other members of the event committee are Jennifer Frasier, Associate Athletics Director, Angie Bado, community volunteer and DeeDee Guerra, Executive Director of McKinney Convention and Visitors Bureau.

II. Promotional

a. Event Overview

On December 21, 2019, the City of McKinney took center stage as the McKinney ISD Department of Athletics, in conjunction with the Lone Star Conference, hosted the National Collegiate Athletic Association (NCAA) Division II Football National Championship at the McKinney Independent School District's state-of-the-art athletics stadium.

McKinney ISD Department of Athletics, in partnership with an events committee, The Lone Star Athletics Conference, McKinney ISD, the City of McKinney, the McKinney Convention & Visitors Bureau, the McKinney Chamber of Commerce and community volunteers, planned and executed two days of events and the championship game at McKinney ISD's outstanding football stadium. The championship game attracted a combination of approximately 6000 fans, players, coaches and volunteers to McKinney to the event. In total, approximately 60 local, dedicated volunteers helped to accomplish a successful series of events and the championship game.

The events were:

1. Tacos, Tequila & Cerveza: a community wide effort to engage local restaurants in game week. Participating restaurants served specialty tacos, and, or drinks to celebrate the big game.

2. Fan Fest: Friday, Dec. 20

Fans gathered at Tupps Brewery to cheers on their teams, hear their bands and mingle and celebrate the trip to the championship.

3. Shopping/dinning for coaches wives and families. (other fans were invited) About 15 wives and family members gathered at MPAC to kick off spending Friday shopping and eating in downtown McKinney. Staff of MCVB provided detailed information for those present.

4. Community Engagement with teams

Football teams were divided up and sent to 4 MISD elementary schools to read, play and interact with kids in the community.

5. Game Day:

Tailgate opportunities were provided for fans at the MISD Stadium parking lot.

Game kicked off at 2 p.m. and was broadcast by ESPN 3.

The DII championship football game will remain in McKinney for two more years

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. The 2019 game was broadcast on ESPN 3, affording the opportunity for football fans across the country to see our beautiful stadium and be exposed to the City of McKinney. Frankly, the city couldn't afford to pay for the publicity provided through this game.



MARKETING GOALS	TIMELINE (for Marketing)	MEASURABLE METRICS	TRACKING
Attract more visitors to McKinney	Sept. 2019 – December 2019	Increase in visitors to McKinney by 30%	Records from hotels, CVB, Main Street McKinney MCVB
Increase championship game attendance	December 19 – 22, 2019	50% Increase in hotel rooms booked during game week Increase game attendance 25%	Hotel receipts, Athletic Dept. Records Digital Marketing contest
Promote hospitality industry Fan Fest Shopping Tour Family Tailgate Plan Your Trip App	June 1 – Dec. 22, 2019	Increase in sales in hospitality business over 2018 for same time frame. Track business through Chamber and business community for game week	Main Street McKinney McKinney Chamber

Promote Community Engagement	Aug. 1 – Dec. 21	Track number of event participants who are local	Track: Merchant input Website info gathering McKinney ISD social media engagement
Attract visitors to McKinney	July 1 – Dec. 22	Increase in number of visitors during the week of the game	MCVB Compare with baseline statistics

MARKETING GOAL	TACTIC	METRIC	RESULT
Attract visitors to McKinney	Use of social media to promote local events showcasing McKinney	Increase visitors during game days by 30%	Hotel rooms more than doubled over last year, meaning that more visitors stayed in McKinney, spending dollars in our hotels, restaurants and shops.
Increase championship game attendance	Target digital ads to cities / alumni of universities playing in the semi-final rounds	50% increase in hotel rooms. Increase game attendance	195 rooms in 2018 to 560 rooms in 2019.
Promote hospitality industry Fan Fest Shopping Tour Family Tailgate Plan Your Trip App	Used social media, Rack cards, print, to promote Fan Fest, the downtown shopping tour and added the Plan Your Trip to D2McKinney.com	Increase in sales in hospitality business over 2018 for same time frame.	The committee decided not to pursue the Family Tailgate event in 2019, focusing on Fan Fest, the game, Tacos, Tequila and Cerveza only. Feedback about the website/app was positive, visitors stating they found the information “very helpful”
Promote Community Engagement	series of 3 email blasts to all MISD parents Social media posts Promoted Santa at game	Track local participants	The events had minimal participation from local residents, despite efforts to promote the events. Fan Fest had about 40 local residents attend and we plan to use video from this year’s event to promote it more in 2020.

	Football teams spent the morning at 4 elementary schools reading, playing games and talking with students		Parents /volunteers joined students at the elementary schools as the players engaged with students.
Attract visitors to McKinney	Used social media to reach out of town visitors Radio spots on both ESPN Dallas and KLAK (north and east of McKinney)	Increase in number of visitors during the week of the game	Conclusions: Unless local shop owners and restaurants and hotels are willing to actually track where their customers come from, it is impossible to actually track the success of marketing efforts. It is possible to track Engagement via social media and digital ads. MCVB has had positive comments from local business, however, no exact numbers other than the numbers provided in the power point.

Digital Ads: Total \$6368.41

Reporting Starts	Reporting Ends	Campaign Name	Results	Reach	Impressions	Cost per Results	Amount Spent
2012-11-28	2020-01-15	Play of the Week Contest	732	21936	110243	1.36612	1000
2012-11-28	2020-01-15	D2 Tickets - local	1177	58608	114350	0.849618	1000
2012-11-28	2020-01-15	D2 tickets - 12152019	289	14140	43231	1.557093	450
2012-11-28	2020-01-15	D2 family tickets	352	37232	123977	4.261364	1500
2012-11-28	2020-01-15	D2 Tickets	616	31183	60328	0.841591	518.42
2012-11-28	2020-01-15	D2 tickets pre-sale	733	23616	102677	0.95498	700
2012-11-28	2020-01-15	d2 2019 awareness NTX SOK counties	9450	80225	182485	0.126983	1199.99

Financial Information: Recap

NCAA Championship Game 2019 Marketing Budget

Projected Income	2019 Budget Projected	Actual Budget 2019

Please See attached budget file.

IV Marketing Outreach Examples:

See files sent , including Power Point

**Designed and executed animated digital ads
Partnered with MCVB and Texas A&M Commerce**

One ad example (last part of a digital animated ad)



Photo from Fan Fest



Game Day

Summary/Metrics

Marketing of the DII Championship Game began in June 2019 with a media blitz about the potential economic impact of the game on the City of McKinney.

Follow up social media posts on Facebook, Twitter, and Instagram were continued, highlighting the events going on in McKinney, along with shopping and dining options in the city.

In early October, the website www.d2mckinney.com added a “Plan Your Trip” section.

Posters were given out in various locations around McKinney, Allen, Plano

The D2 committee enlisted the help of graduate students at Texas A&M Commerce to help with marketing.

Factors affecting marketing plan:

- Only MISD Booster Clubs were given the opportunity to do early bird ticket sales during the month of September.
- NCAA budget for marketing was less than anticipated, making it necessary to adjust the use of resources granted from MCDC.

Metrics to Evaluate Success (details listed above in table with marketing goals)

- Attendance at football game: Increase attendance by 1000 fans
- Visitors: Attract 30% more visitors to McKinney than same time frame last year
Hotels booked more than doubled over 2018
195 in 2018, 560 in 2019 - these are rooms tracked by MCVB

YEAR	2018	2019
ATTENDANCE	4300	5346 (1046 increase)
*HOTEL ROOMS	195	560
HOTEL REVENUE		\$61,682

* Lost \$29,897.40 to The Delta Hotel in Allen

If hotels didn't use the block code (which most don't, despite being encouraged to do so) or, use the information provided on the D2 McKinney website, there is no way of tracking the total number of hotel rooms booked for game week. We know that the rooms tracked more than doubled this year.

- Spur economic benefit in the City of McKinney business community through sales tax dollars - increase in hospitality and entertainment receipts
Known revenue:
Hutchins BBQ: \$2500 Minnesota State team had dinner at Hutchins and lunch at various locations at 380 and 75.
Local Yocal \$6000 increase over last year
F&B Sheraton: \$4335
Tracking all known revenue related to game attendance in the city is virtually impossible. Most shop owners and restaurants don't have time to track, and given that it's Christmas season, they are very busy. Reports rely on the few who share information, demonstrating that they have tracked revenue as a direct result of the NCAA Championship.
- Track non-McKinney attendance through game ticket sales
For 2019, digital ticket sales did not track zip codes. This will be changed for 2020.

Comments

I just wanted to send a quick note and thank you again for all that you and the committee did to help us have a great time in McKinney! It is a super special place." Dianna Saulneir (University of West Florida)

"In 2018 the D2 National Championship (business) was non-existent - 2019 was a different story! We had at least 150 guests at the restaurant and many visitors to the butcher shop.....Bravo!" -Matt Hamilton, Local Yocal

"We made in just two hours slightly more than we normally make in one entire night."
Tupps Brewery (Fan Fest)



2019 NCAA Division II Championship



Event Photos



MCDC Ad Spend Tracking 2019		Actual
Radio Campaign		
Intelligence Group (video ad design)	5000	
Rack card	300	
Intelligence Group (ad design)	99	
Website/App	300	
FB Ads	1500	
FB Ads	900	
FB Ads	900	
FB Ads	900	
FB	244.97	
FB	0.8	
FB Ads	544.26	
FB Ads	547.67	
Intelligence Group Website hosting& design	1200	
*Total	12436.7	
*Spent \$1800 on digital ads that got categorized in NCAA budget - would have brought total to \$14,236.70		

Reporting Starts	Reporting Ends	Campaign Name	Results	Reach	Impressions	Cost per Results	Amount Spent
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ATTENDANCE FINAL NUMBERS 2019	2018
6395	4300



**CAMPAIGN RECAP FOR 2019
NCAA D II FOOTBALL CHAMPIONSHIP:**



Prepared for: Angela Bado, Town Square Buzz

Prepared by: Frankie Martinez, ESPN Dallas/Cumulus

CAMPAIGN RECAP - 2019 NCAA D II FOOTBALL CHAMPIONSHIP



Flight Dates: 12/02/2019 - 12/22/2019

Radio Market: DALLAS-FT. WORTH

Demo: M 25-54; M 35-54; P 18+; P 25+; P 35+

Survey: NOV19 / OCT19 / SEP19 / AUG19 / JUL19 / JUN19

(Geography: Metro)

Daypart	Daypart Code	Spots	Length	M 25-54		M 35-54		P 18+		P 25+		P 35+	
				Frequency	GRs	Frequency	GRs	Frequency	GRs	Frequency	GRs		
Radio Total		86		2.5	219,000	2.6	192,700	2.4	427,600	2.4	417,000	2.5	390,600
KESN-FM		86		2.5	219,000	2.6	192,700	2.4	427,600	2.4	417,000	2.5	390,600
Week 1 Spot Campaign - 1 wk (12/02)													
		12		1.4	36,100	1.4	31,300	1.4	67,100	1.4	65,400	1.4	61,000
One Week Total		12		1.4	36,100	1.4	31,300	1.4	67,100	1.4	65,400	1.4	61,000
M-F 6A-9A	AM	3 : 15		1.2	0,400	1.2	6,200	1.2	15,900	1.2	15,300	1.2	13,200
M-F 9A-10A	AM	1 : 15		1.0	3,700	1.0	3,400	1.0	5,400	1.0	5,100	1.0	4,800
M-F 10A-3P	MTW	4 : 15		1.1	9,600	1.1	8,800	1.1	18,400	1.1	18,000	1.1	17,200
M-F 3P-6P	PM	4 : 15		1.2	14,400	1.2	12,800	1.2	26,400	1.2	26,000	1.2	24,800
Week 2 Spot Campaign - 1 wk (12/09)													
		25		1.7	59,500	1.7	52,200	1.6	119,900	1.6	116,500	1.7	109,500
One Week Total		25		1.7	59,500	1.7	52,200	1.6	119,900	1.6	116,500	1.7	109,500
M-F 6A-9A	AM	4 : 15		1.2	12,400	1.2	10,000	1.2	22,800	1.2	22,000	1.2	19,500
M-F 9A-10A	AM	2 : 15		1.2	3,600	1.1	3,200	1.1	8,000	1.1	9,400	1.1	9,200
M-F 10A-3P	MTW	7 : 15		1.3	16,000	1.3	15,400	1.3	32,200	1.3	31,500	1.3	30,100
M-F 3P-6P	PM	4 : 15		1.2	14,400	1.2	12,800	1.2	26,400	1.2	26,000	1.2	24,800
M-F 4P-5P	PM	1 : 15		1.0	4,500	1.0	4,200	1.0	7,900	1.0	7,800	1.0	7,400
M-F 6P-7P	PM	2 : 15		1.1	2,800	1.1	2,600	1.1	5,800	1.1	5,800	1.1	5,400
Sa 11A-3P	WKND	5 : 15		1.4	5,000	1.4	4,000	1.5	14,000	1.5	14,000	1.5	13,000
Week 3 Spot Campaign - 1 wk (12/16)													
		29		1.8	67,400	1.8	59,200	1.7	133,600	1.7	131,100	1.8	122,100
One Week Total		29		1.8	67,400	1.8	59,200	1.7	133,600	1.7	131,100	1.8	122,100
M-F 6A-9A	AM	6 : 15		1.4	10,600	1.3	15,000	1.3	34,200	1.3	33,000	1.3	29,400
M-F 10A-3P	MTW	7 : 15		1.3	16,800	1.3	16,400	1.3	32,200	1.3	31,600	1.3	30,100
M-F 4P-5P	PM	2 : 15		1.2	9,000	1.2	8,400	1.2	15,800	1.2	15,600	1.2	14,800
M-F 3P-6P	PM	4 : 15		1.2	14,400	1.2	12,800	1.2	26,400	1.2	26,000	1.2	24,800
M-F 6P-7P	PM	1 : 15		1.0	1,400	1.0	1,300	1.0	3,400	1.0	3,400	1.0	3,200
Sa 10A-3P	WKND	9 : 15		1.6	7,200	1.6	6,300	1.6	21,600	1.6	21,600	1.6	19,800
Promo Campaign Contest - 2 wks (12/02, 12/09)													
		20		1.5	56,000	1.5	50,000	1.4	106,000	1.4	104,000	1.5	98,000
One Week Total		10		1.3	28,000	1.3	25,000	1.3	54,000	1.3	52,000	1.3	49,000
M-F 6A-6P	PROT	10 : 15		1.3	28,000	1.3	25,000	1.3	54,000	1.3	52,000	1.3	49,000

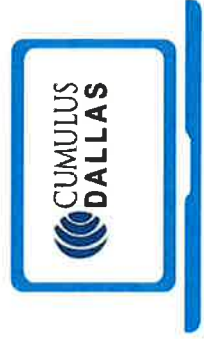
ON AIR: 66 COMMERCIALS; 20 PROMOS (CONTEST)

On Air: Adults 18+ 427,600 Impressions; A 25+ 417,000, A 35+ 390,600





THANK YOU FOR YOUR PARTNERSHIP LOOKING FORWARD TO 2021!



ON AIR.

ONLINE.

ON-SITE.

ON THE GO.

NCAA Championship Game & Events 2019 Marketing Budget

Projected Income	2019 Budget	Actual 2019
MCDC Grant	\$15,000	14,625
NCAA Marketing	\$ 8,000	6,000
NCAA Website Development	\$ 2,000	1,500
TOTAL	\$25,000	\$22,125

Projected Marketing Expenses	2019 Adjusted Budget	Actual Expenditures 2019
Digital Marketing (Targeted digital ads, social media, contests) includes ad design	\$12,000	9468.41
Gamification contest	\$ 125	(no participation)
Website enhancement & Hosting	\$ 5,000	4000
Radio ads (The Ticket)	\$ 5,000	6000 (ESPN & KLAK)
Rack Cards		99
Print /Digital (Community Impact, Stonebridge Magazine)		1000
Video / Animated Ad Production		1279
TOTAL	\$22, 125	21,846,41

Budget for 2019 NCAA Championship Game

Budget for marketing (MCDC) \$14625.00	ACTUAL Expenses 2019
Web hosting/ad design (Intelligence group)	1000
ESPN Radio Dallas	5000
Ad design (Dec.)	600
Web design (Plan Your Trip)	1500
Rack Cards	99
Digital advertising (includes .80)	6369.21
TOTAL MCDC	14568.21 (over 56.79)