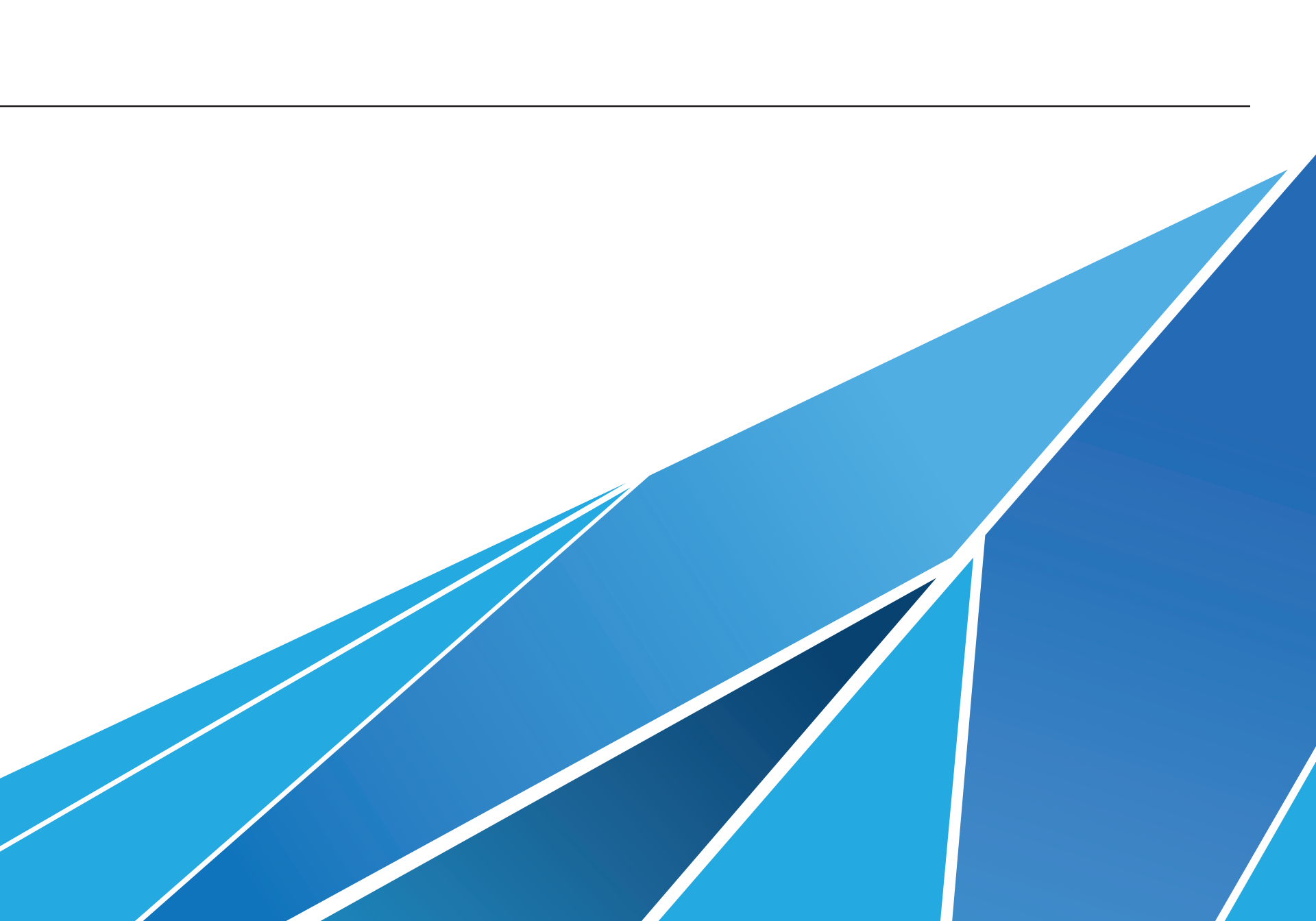


The background of the slide is composed of several overlapping triangles in various shades of blue, ranging from a deep navy blue to a bright sky blue. These triangles are separated by thin white lines, creating a dynamic, geometric pattern that occupies the right half of the image.

Big 12 Baseball

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Executive Summary:

Downtown Tulsa is iconic for its unique architecture and historic districts. During recent years, the downtown area has been undergoing a restoration project that has made it a destination for Tulsans and put the metropolitan area on par with many larger cities. The Big 12 Tournament presents an opportunity to showcase Tulsa and all the improvements that have been made to new visitors and locals alike.

People who live in Tulsa already know all of the attractions and venues downtown. Our research shows that people are already frequent customers

at local restaurants, attend First Friday, and love Food Truck Wednesday. They are familiar with the Blue Dome District, Brady Arts, Greenwood, and others. However, the week of Big 12 will stand apart from what people have come to expect from Downtown. This event is so big, and so new, that the standard won't cover it. For one week only, there is a brand new district in town: The Diamond District. This new destination combines the space from Guthrie Green to OneOK stadium, over to the restaurants and bars in the Blue Dome District. For this special event, we will redefine the boundaries of the downtown with which we are familiar.

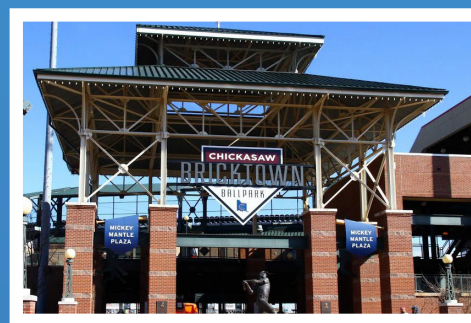
Situational Analysis:

This spring, Tulsa will become the third city to host the Big 12 Baseball Championship. In 2002 and 2004, the event was held in Arlington, Texas. The 16 other Big 12 Baseball Championships have all been hosted in Oklahoma City, at the Chickasaw Bricktown Ballpark in the downtown Bricktown Entertainment District.

There are comparisons that can be made between the Oklahoma City venue versus the new Tulsa location. The Drillers stadium holds 9,000 people in comparison to the 13,000-person capacity of the stadium in OKC. The

Bricktown district in Oklahoma City features many similar attractions to those available in Tulsa's Greenwood, Brady Arts, and Blue Dome districts, where our event and the tournament will take place. Tulsa has the advantage of being less geographically spread out, and fans can walk easily between the two districts, as well as utilize the popular Blue Dome district bars and restaurants. The Guthrie Green has been named by Gizmodo one of the "Top 5 Coolest New Parks in the US" and will be an excellent selling point to encourage both locals and visitors to come experience the "Fan Zone."

Oklahoma City also has had a "fanfest" outside the ballpark during the tournament. This included a 5k race, in which all runners earned a free one-day ticket, overall winner won free gas for a year, and age group winners received gas cards. The event also featured batting cages for children and adults, corn hole boards, live pitching simulator, and a photo booth. The Tulsa venue will incorporate current local events, such as food trucks, yoga, movie night (baseball themed), art exhibits etc. In addition to these events, there will be tailgates, dance parties, children's sports clinics, and more.



S.W.O.T. Analysis

Strengths:

- Greenwood, Brady Arts, and Blue Dome districts can all be showcased and incorporated.
- Tulsa has a relatively young and active community.
- Families with children are prevalent in the Tulsa community and can be targeted.
- OU and OSU's primary fans are within relatively short distance of Tulsa and there are many OU & OSU supporters within the local community.
- Tulsa is a successful baseball city, with over 400,000 fans coming out to see the Drillers, and a large population of youth baseball leagues.

Weaknesses:

- This is a brand new event to the Tulsa community and thus we have no indication of how many people to expect or the overall interest.
- Tulsa does not have a Big 12 school and therefore may have less interest in the event.
- Events are in the process of being created so marketing must be adaptable.

Opportunities:

- The fact that this event has never before been in Tulsa provides us with a unique opportunity to surprise Big 12 and produce an over-the-top event.
- A brand new population will be exposed to the Big 12 Championship.

Threats:

- Fans that were present at Oklahoma City may not be willing to come to Tulsa for the tournament.
- People may see this event as exclusive to baseball fans and game attendees.

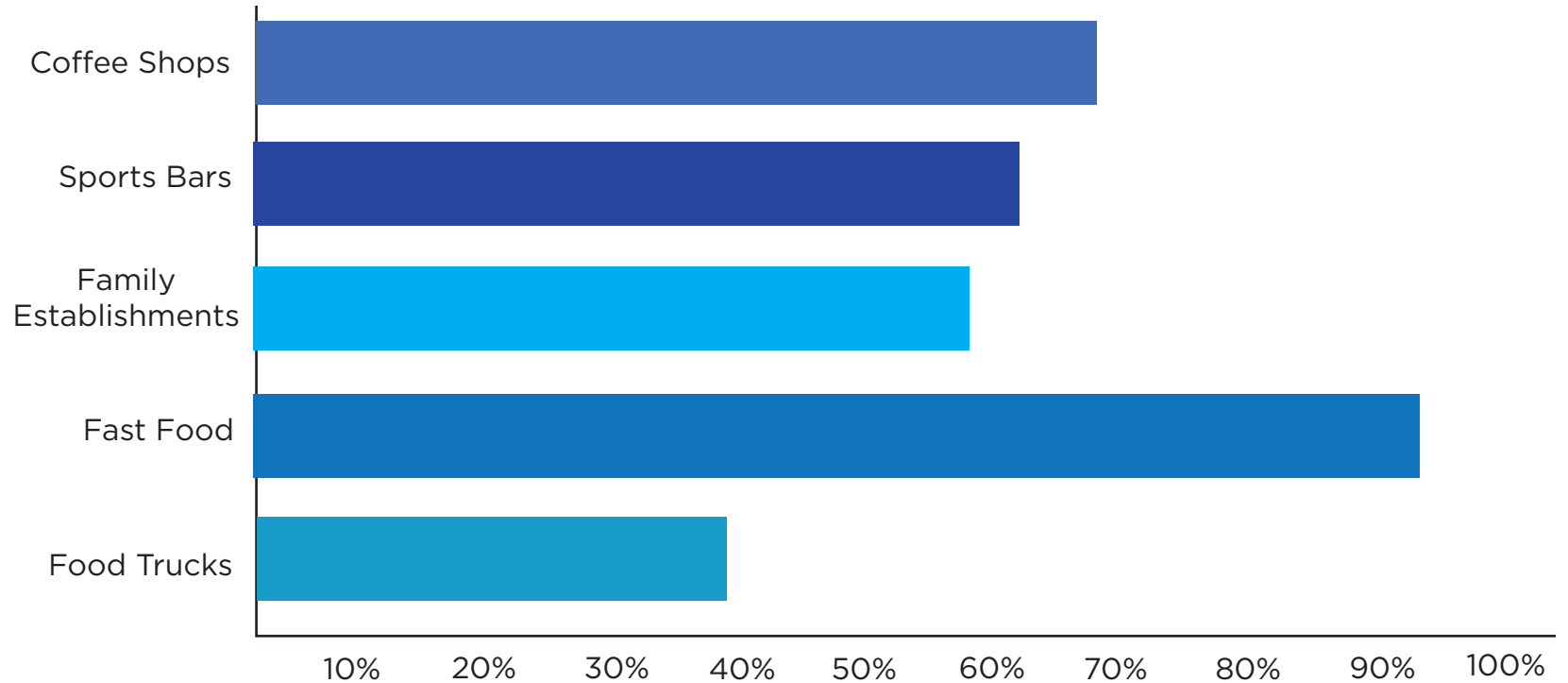
Objectives:

- Create an interactive fan experience and overall fun atmosphere for the area surrounding the Big 12 Tournament at OneOK Field.
- Promote Tulsa and its attractions as a destination for large events such as this one.
- Create a connection between Guthrie Green, the field, and other downtown districts to promote movement between areas.
- Create a name for this “Fan Zone.”
- Get as many attendees as possible to the “Fan Zone” – these do not have to be baseball fans, the goal should be to get any Tulsans or visitors to come check out the fan experience as possible.

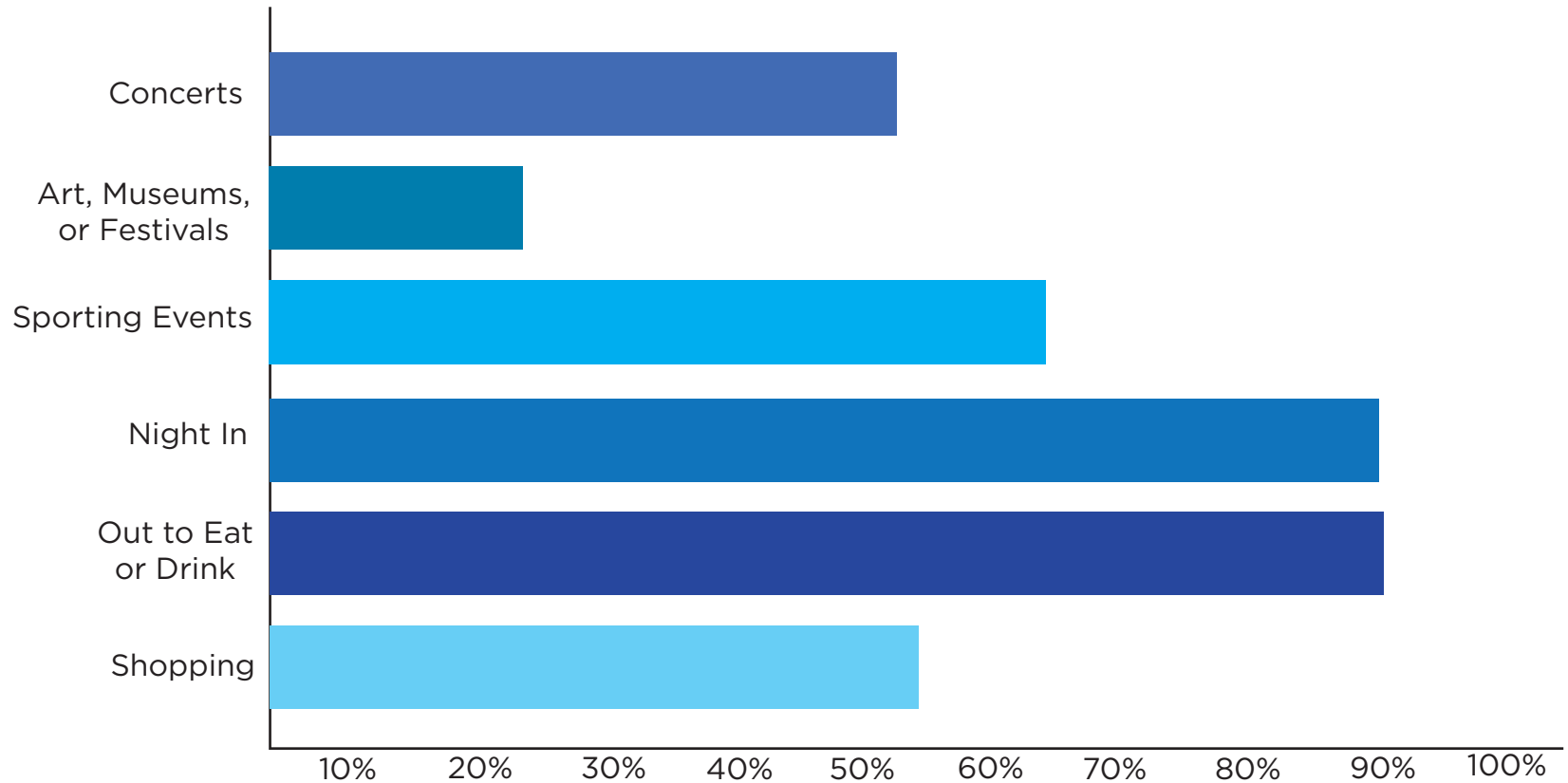
Research:

For our research, we conducted 260 surveys. We discovered that our target market is about 62% of the total population, the people who like baseball or are indifferent toward the sport. We will target these individuals, and “doers,” or people who get out and are active around the community. We asked about what restaurants our market frequents in order to be effective in our campaign, which includes restaurants and food trucks. We also gauged individual’s interest in various activities to determine what type of events within our space will draw the most attendees. We gathered research about the types of incentives people are looking for to attend events. In order to create an effective media strategy, and we also asked individuals how they get information about local events.

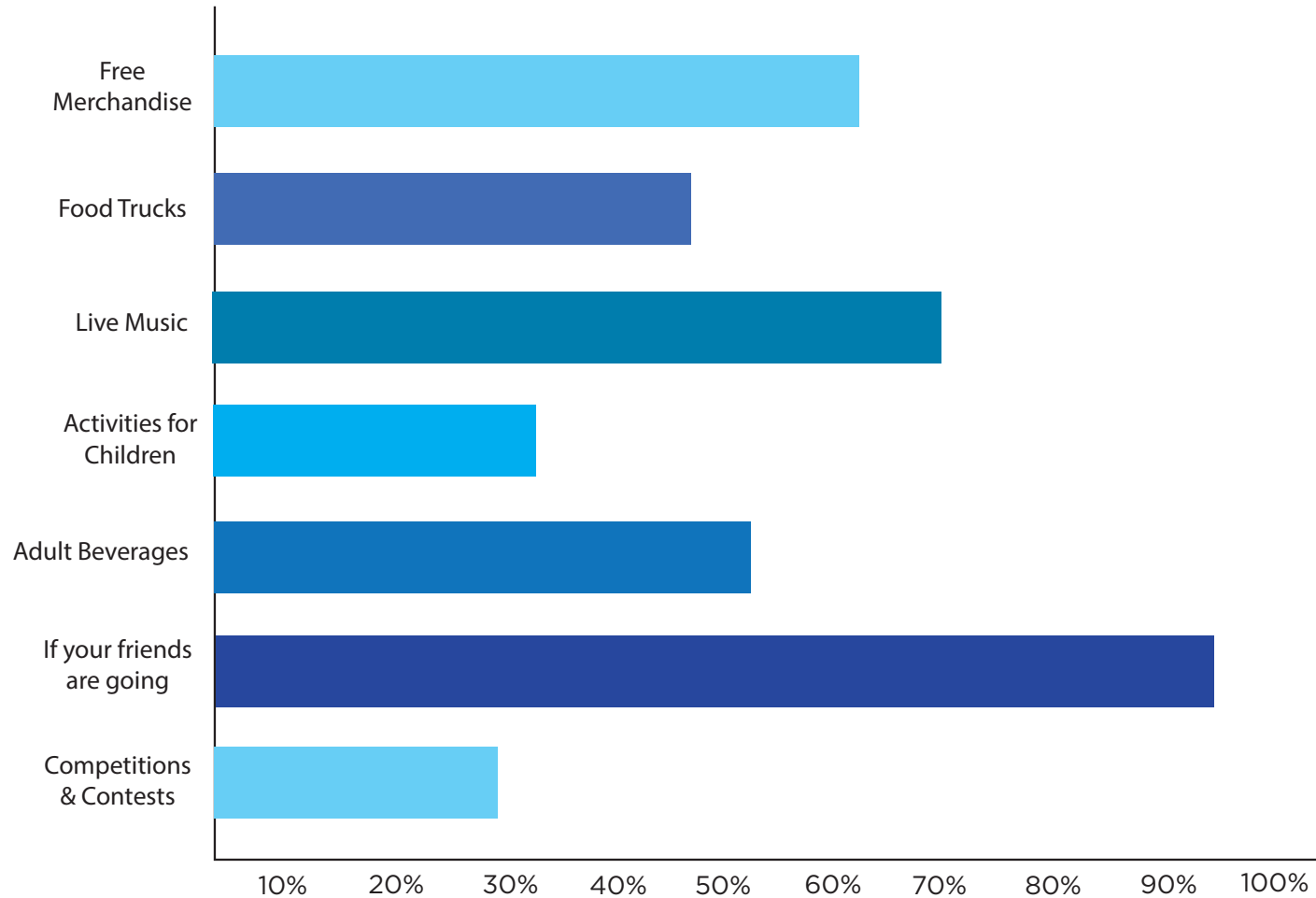
Restaurants



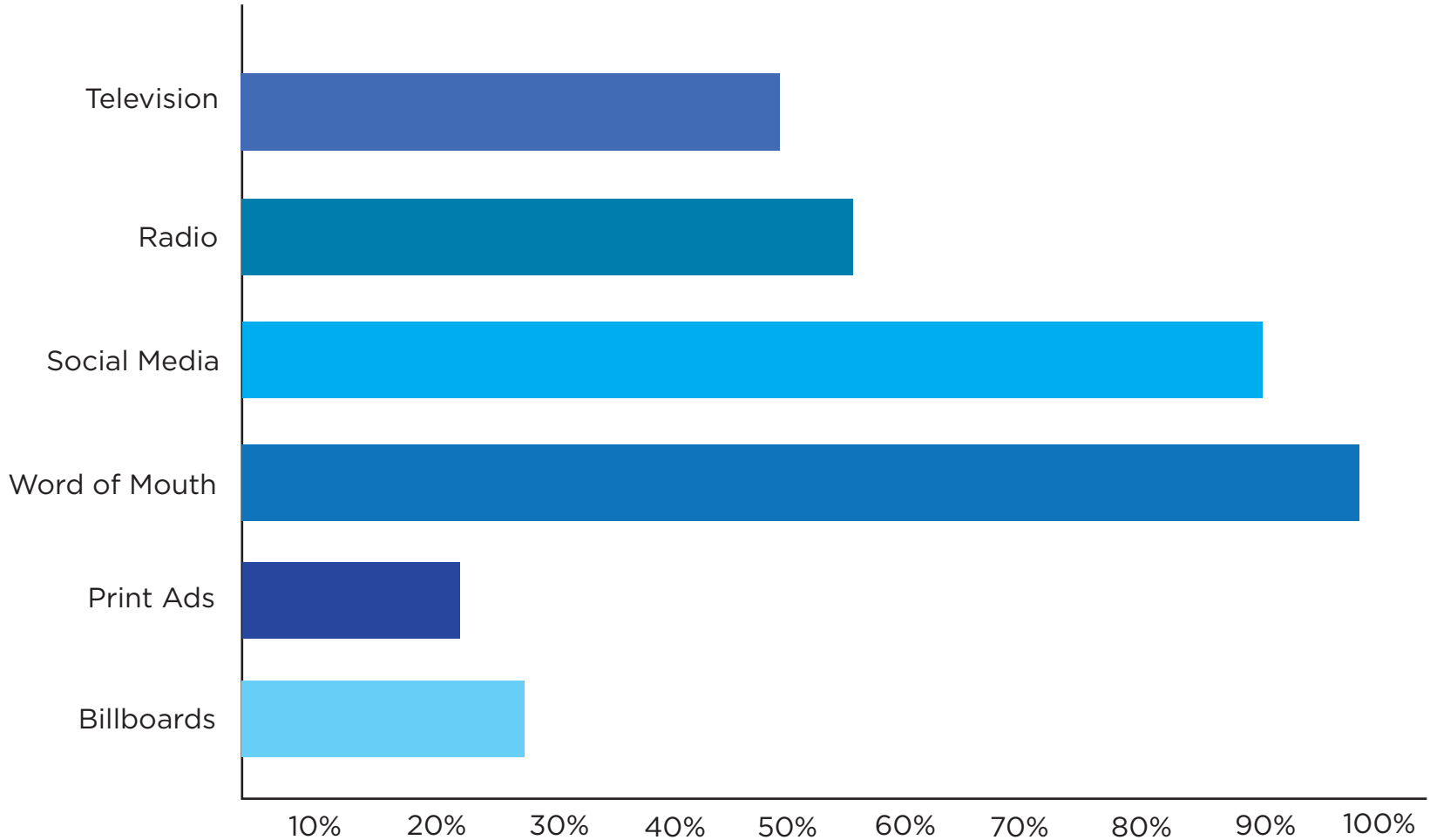
Entertainment on a Weekly Basis



Motivations to Attend



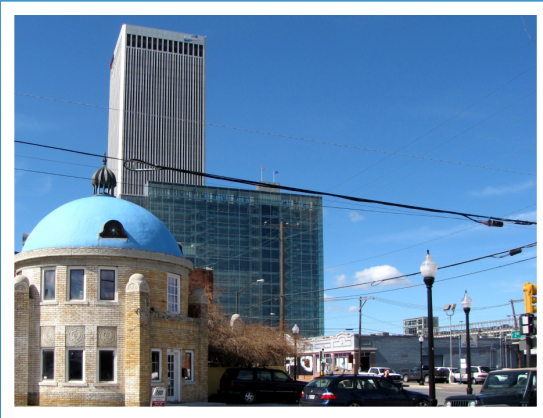
How Local Information is Spread



Positioning Strategy:

We will position this event as the coolest thing going on in Tulsa. It will be comparable to any festival that the city organizes during the year, with events prior to the week of games to create buzz. This is the city's first time hosting this event, and there is nothing else like it going on in the area. There are other things to do in the city, but nothing as lively and exciting as

the Fan Zone of Big 12 Baseball, and we will attract both sports fans and “doers,” or people who get out and are active around the community. We are fortunate; fun is what we are selling. Our unique selling proposition is that Big 12 and the events surrounding it are more fun and engaging than anything else going on in the city of Tulsa.



The Big Idea:

For our campaign, we will create “The Diamond District,” an all-new downtown district combining Brady and Greenwood districts for the week of Big 12. This will be the hottest spot in town, with daily events and activities. This district will be introduced with an opening ceremony and party the weekend prior to the tournament, and will be the name for the festival that takes place in and around the stadium as a result of the Big 12 Tournament.

Diamond District



Media & Promotional Strategy:

<u>Paid:</u>	<u>Social Media:</u>	<u>Promotional Events:</u>	<u>Partnerships:</u>
<ul style="list-style-type: none">• Radio Advertisement• Website• Phone App	<ul style="list-style-type: none">• Facebook• Twitter• Instagram	<ul style="list-style-type: none">• Lunch break competitions• Opening Ceremony	<ul style="list-style-type: none">• Uber• Area Hotels• Area restaurants• I Heart Media• Lamar Outdoor



U B E R



Creative Executions:

Physical Executions:

1. Lamppost signs for district
2. Banners across downtown buildings
3. Diamond District Maps
4. Merchandise

Digital Creative:

1. Website
2. App





Diamond District



**iHeart
MEDIA**



WTTW

92.5

92.5

FOR ONE WEEK ONLY...
THERE IS A NEW DISTRICT IN TOWN.

CONNECT WITH US



news & updates

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Diamond District

MAY 2015
TULSA, OKLAHOMA



SEE MORE PICTURES



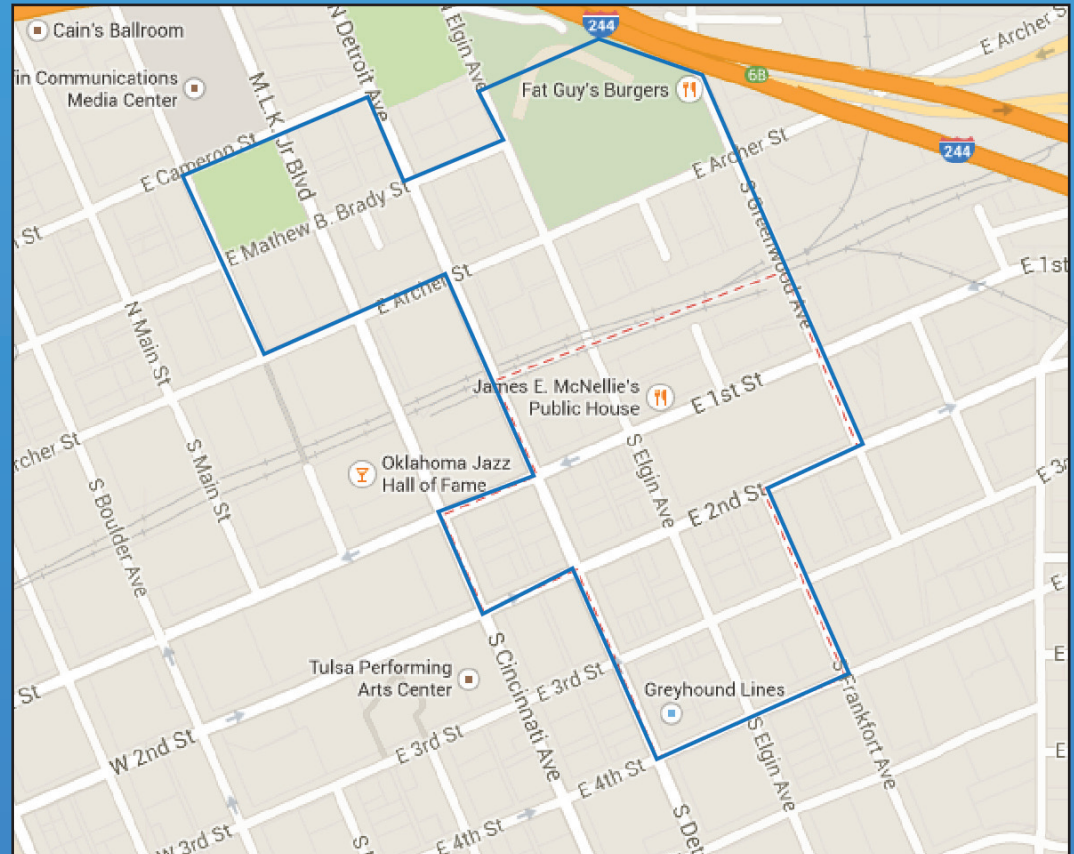
MEDIA
& SPONSERS
MERCHANDISE
EMAIL SIGN UP
INFORMATION
MAP



Souvenir Cups



Free T-Shirts



Map

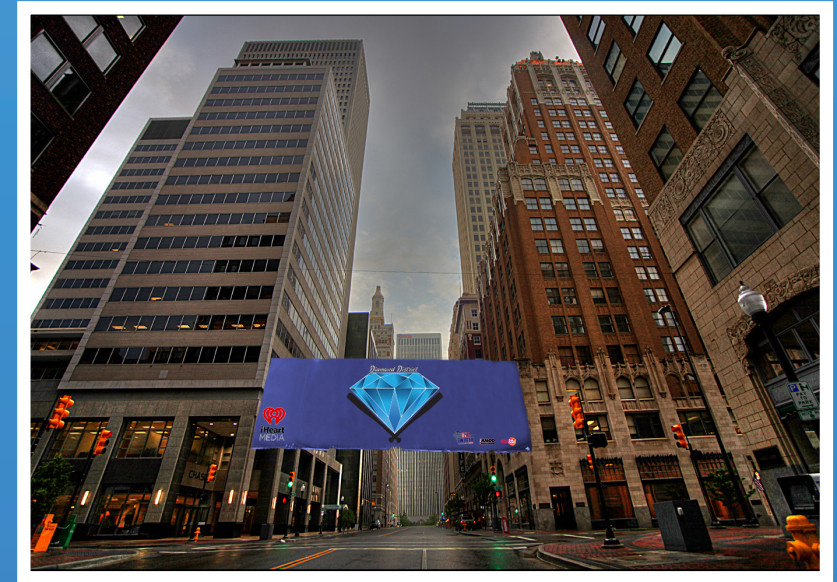
Earned Media:

Our primary emphasis will be on earned media and buzz that is created prior to the event. Rather than traditional and expensive media, we would like to get free coverage on local news stations and individual's social media feeds by making our campaign disruptive and attention grabbing. If our campaign is exciting and new, people will talk about it. And as our research shows, word of mouth is the best way to spread a message.

We will accomplish this through a variety of unique advertisements and promotions.

Lampposts and Banners:

The borders of our temporary district will be defined by downtown light poles, with brand new vinyl banners for the diamond district. Through this, our event can be advertised and people can also familiarize themselves with the space. These pole vinyls also connect the space between each district and promote movement between areas.



Building Lights:

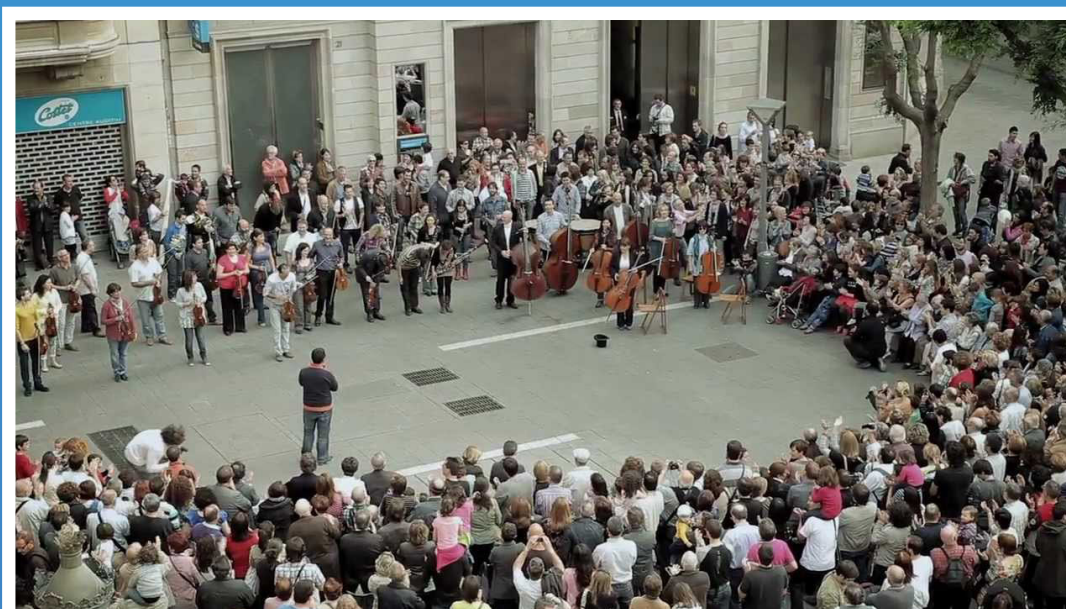
In April, the buildings of downtown could become partners in non-traditional advertisement. Each night, the biggest buildings in downtown will have lights on patterned to say the opening date of our district. The buzz created by this date displayed without further explanation can drive earned media and attract attention to our unique campaign and event. This would also put the date and downtown in people's minds, and even those who see only this aspect of the campaign will be driven to find out what is happening downtown on this date.



Tulsa Symphony:

Picture a day of shopping at the Woodland Hills Mall or Saturday Market. Now imagine that a lone violinist suddenly begins playing. Then a cellist joins in. A viola. Two more violins. Suddenly the entire Tulsa Symphony Orchestra has descended upon the busy space, and is playing a beautiful rendition of "Take Me Out to the Ball Game," "Sweet Caroline," or "Centerfield." The commotion of the space halts for a moment as people stop to listen and wonder at the

flash mob. This is when volunteers wearing Diamond District t-shirts start walking through the frozen crowd, handing out special flash drives that feature a full schedule of events, map of the district, and more. People don't simply throw away flash drives. Instead they will hang on to it, remember their experience at the mall or market, and want to come to our event to see what we will do next.



Giant Baseballs:

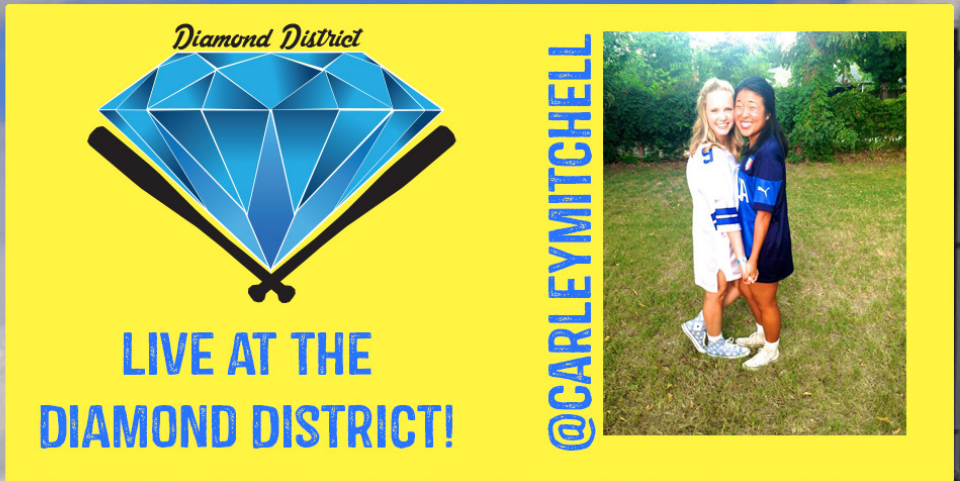
One day, your lobby is just a lobby. The open area out in front of your office building is the same as usual. The park has large open areas of grass. The next day, something has changed. Suddenly, in the middle of the normal, there are giant baseballs that have been rolled into these open spaces all over town. These baseballs will be decorated with the Diamond District map, logo, and schedule of events. They will beg to be photographed, so strange that something should just appear

where no one expected it, and these pictures will end up on social media sites. They will be shared with a diverse network of friends that we would have never otherwise reached, and further create anticipation for our event.



Outdoor digital boards:

For ten minutes at a time, every single person at the Diamond District could be a star. With help from our partners at Lamar outdoor boards, a digital board in town can act as a beacon to attract more visitors to our district during the week of the tournament. At our social media kiosks, and throughout the district, people will take pictures and interact with us on social media. These photos and interactions will have the chance of being displayed to all passers-by, who can witness the fun environment and suddenly feel an overwhelming urge to head downtown themselves.





Opening Ceremony:

Our opening ceremony will take place the weekend prior to the start of the tournament, and be a catered brunch or lunch affair with a live band and lots of pre-party excitement. The Diamond District will officially open with a ribbon cutting ceremony by either a local celebrity or even a major league baseball player, who can then sign autographs. Our donors and sponsors will be introduced and thanked, as well as volunteers. This ceremony brings the District to life and gives it legitimacy among the population of Tulsa.



Merchandise:

Sponsors and Volunteers will be given our merchandise in advance, and our online shop will open prior to the opening of the district. The individuals who buy our shirts will become walking advertisements for our event, spreading the message to others far and wide.



Promotions:

In order to encourage participation throughout the week, especially during the weekdays, we will have incentives and contests throughout the week. Drink vouchers and t-shirts to the first x number of attendees will promote attendance early in the week. We

will promote use of social media by creating hashtag contests, such as the “Ultimate Fan” contest that will encourage people to dress up and take pictures. We will also have contests as promotional events in the weeks leading up to the tournament by hosting “fast-pitch

lunch break” competitions, “run the bases” games for kids, and more. We will also have one grand-prize winner, who has checked in at the Diamond District every day, who will win a dinner on the rooftop opposite the field to watch the game in style.



Schedule:

FEBRUARY 2015

Social media sites should be opened, so the follower base can grow before the event in May.

MARCH 2015

The website should be launched. Downtown banners can also go up during this month in order to begin driving people online to learn more about the event and schedule.

APRIL 2015

In mid-April we will begin the radio advertisements on all I Heart Media stations. The giant baseballs and symphony flash mobs will begin creating additional buzz.

MAY 2015

The beginning of May is when everything steps into high gear. The downtown lights will shine with the opening date each night, and PR events will drive future attendees to the future site, Guthrie Green. Our merchandise will begin circulating and create additional advertisement. The downtown light poles will change to identify the boundaries of the district. The app will officially open. The week of the championship is shown on the opposite page.

MAY 2015

			Wednesday 20	Thursday 21	Friday 22	Saturday 23	Sunday 24
10 AM	Activities to occur every day:						Market
11 AM	Food Trucks						Tailgate Brunch
12 PM	Sports Zone				Community Day		
	Mascots						
1 PM	Beer Stands						
2 PM	Alumni Groups						
	Selfie Social Media Kiosks						
3 PM	World's Largest Baseball				Children's Clinic		Concert on the Green
4 PM	Buskers						
5 PM	Kid's Activities		Food Trucks				
6 PM			Yoga	Fling Event			
7 PM			Tulsa Sound Night				
8 PM							
9 PM				After Party			

An abstract graphic design featuring several overlapping triangles in various shades of blue (light blue, medium blue, and dark blue) and white. The triangles are arranged in a dynamic, geometric pattern that fills the left and top portions of the page.

Big 12 Baseball

Created by Katie Snyder, Sarah Power, Jodi Edmiston and Hannah Altom. This plans book designed by Sarah Power with supplementary graphics by Katie Snyder.