



NEO THE SALAMANDER

Marquette Blue Salamanders

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Executive Summary

Marquette Michigan is a family friendly town, and a hotspot for UP residents looking for something to do. The town is full of unique stores, restaurants and sights of natural beauty. It is home to a little over 20,000 residents, and has the highest population of all cities in the upper peninsula of Michigan. Marquette is a hotspot for tourists in the summer, looking to enjoy the natural sights around the area. The biggest attractions are our hiking trails, and beaches. This tight knit community enjoys supporting the NMU Wildcats and cheers them on throughout the school year. However, there are not any high level sports based in Marquette throughout the summertime. The Salamanders will allow Marquette sports fans to enjoy the perfect summer weather of Marquette, while cheering on a high level baseball team. Our brand is centered around the unique tailgating experience for families and young adults.

Some of the big ideas that we have for our brand include: tailgating with local businesses, community involvement through gameday promotions, and a brand partnership to draw in the nature lovers in Marquette. Our goal is to excite all types of people from around the UP, and give them memories with their friends and families that will last a lifetime.

The unique experience fans will have at a Salamanders game will keep them wanting to come back for more. Including local brands in the perfect summer weather of Marquette will have fans cheering on the Salamanders all summer long!

Industry Background

Background on minor league baseball in a small market

- Minor league baseball has a long history in small towns across the United States. These teams allow players to develop their skills and get ready for the major leagues while providing entertainment for local communities. It first gained popularity in the early 20th century when major league teams established farm teams to develop these younger players.
- While minor league baseball has a rich history in small markets, teams in these areas also have faced several unique challenges. Some of the biggest challenges they face include financial constraints of operating a professional sports team on a smaller scale, limited resources, and difficulty competing with more prominent teams in bigger cities.
- The financial strain of operating a professional sports team on a smaller scale with limited revenue streams can make covering expenses such as player salaries, stadium maintenance, and travel costs difficult. In many cases, minor league teams in small markets have had to rely heavily on sponsorships and partnerships with local businesses to stay afloat.
- Another challenge minor league teams struggle with in small markets is the difficulty of competing with more prominent teams in bigger cities for talent and fan attention. Major league teams with deeper pockets and more extensive scouting networks often attract the top prospects and have left the minor league teams with less talented players.
- Despite these challenges, many minor league teams in small markets have found creative ways to succeed. They often focus on building strong relationships with their fans and communities, offering unique promotions and giveaways, and creating a fun and engaging game day experience. Additionally, some teams have found success by developing a specific niche or identity, such as concentrating on family-friendly entertainment or a commitment to sustainability and community service.

Background on Marquette and why it is a strong choice for a team

- Founded in 1849. The land around Marquette was known to French missionaries of the early 17th century and the trappers of the early 19th century. Development of the area did not begin, however, until 1844, when William Burt and Jacob Houghton (the brother of geologist Douglass Houghton) discovered iron deposits near Teal Lake west of Marquette.
- The village of Marquette began on September 14, 1849, with the formation of the Marquette Iron Company. Three men participated in organizing the firm: Robert J. Graveraet, who had prospected the region for ore; Edward Clark, agent for Waterman A. Fisher of Worcester, Massachusetts, who financed the company, and Amos Rogers Harlow. The village was at first called New Worcester, with Harlow as the first postmaster. On August 21, 1850, the name was changed to honor Jacques Marquette, the French Jesuit missionary who had explored the region. The Marquette Iron Company failed, while its successor, the Cleveland Iron Mining Company, flourished and had the village platted in 1854. Marquette was then incorporated as a village in 1859 and as a city in 1871.
- It is important to create a minor league baseball team in Marquette because it has a lot of people who are interested in sports. Marquette also doesn't have big sports events, especially during summer. Marquette citizens are more concentrated on hockey during winter and during summer they do not have anything to replace it. That is why having a big sporting event would be a great opportunity. In addition to that Marquette is a tourist city and especially during summer. A lot of people come to the Upper Peninsula to enjoy amazing nature. Having sporting events like baseball could be a great opportunity to make some profits through those tourists. Having a minor league baseball team would provide an additional source of entertainment for the local community. Fans of all ages would be able to attend games and enjoy the atmosphere, food, and excitement that comes with attending a live sporting event. A minor league baseball team could also bring economic benefits to the Marquette community. The team would create jobs for local residents, generate revenue for local businesses (such as hotels, restaurants, and bars), and attract visitors from neighboring communities. A minor league baseball team could also provide an opportunity for the community to come together and support a local team. This could help to build a sense of community and foster a spirit of civic pride. If the team were successful, it could also bring positive exposure to the Marquette community. This could help to attract new residents, businesses, and investment to the area.

Competitive analysis

- Potential direct competitors for a minor league baseball team in Marquette would be other minor league teams located in the same region. Direct competitors would be Wisconsin Timber Rattlers and Loons which are the closest to the Upper Peninsula just from the location's point of view. Timber Rattlers are located in Grand Chute, which has almost the same population compared to Marquette. Great Lakes Loons are located in Midland, Michigan, which has almost twice the population of Marquette and Grand Chute. That shows that they have a bigger market. Traverse City Pit Spitters - Located in Traverse City, Michigan, approximately 200 miles southeast of Marquette. Green Bay Booyah - Located in Green Bay, Wisconsin, approximately 150 miles south of Marquette. Duluth Huskies - Located in Duluth, Minnesota, approximately 130 miles northwest of Marquette. Lakeshore Chinooks - Located in Mequon, Wisconsin, approximately 250 miles south of Marquette. Kenosha Kingfish - Located in Kenosha, Wisconsin, approximately 275 miles south of Marquette. But it's important to note that the distance between Marquette and these potential competitors may not necessarily indicate a direct competitive threat, as minor league teams often draw fans from their immediate local area.
- Indirect competitors for a potential Marquette minor league baseball team could include other entertainment options or sports teams in the region that could potentially draw away fans or compete for their leisure time. Summer festivals and events at The Upper Peninsula of Michigan is known for its summer festivals, such as the Marquette Blueberry Festival, which could compete for local residents' leisure time and attendance. Also the region offers a variety of outdoor recreational activities, such as fishing, boating, and hiking, which could compete for local residents' leisure time and attendance. Movie theaters and other indoor entertainment options. The city of Marquette has a lot of indoor entertainment options such as bowling alleys and arcades, which could compete for local residents' leisure time and attendance. Major league sports teams could be indirect competitors. While there are no major league sports teams located in the Upper Peninsula, residents may still be fans of teams located in nearby cities such as Green Bay (Packers) or Detroit (Detroit Tigers, Detroit Lions, Detroit Red Wings, Detroit Pistons), which could compete for their attention and support. The Milwaukee Brewers which is Major League Baseball could be also an indirect competitor. They are located in Milwaukee, Wisconsin, and have a much bigger population in that city compared to Marquette.

SWOT Analysis

Strengths

- Season is during best Marquette weather
- Close knit community
- People here love being outside
- Family friendly, large family community
- Marquette is a unique area
- No competition with other teams
- No NMU baseball team
- Closest professional level within 3 hours

Weaknesses

- Will take time to build brand
- Competitors are in larger populated areas
- Competitors have established teams, brand awareness
- Large amount of students go home for summer

Opportunities

- Local businesses work together
- Local news coverage
- Students don't have current baseball team to cheer for
- Within walking distance of downtown and campus
- The UP community (that likes sports) are passionate about their teams
- Not many other activities to distract

Threats

- UP is not known for sports
- Weather can still be cold
- Most summer activities in the UP are free (beach, camping, hiking)
- Older population, not heavily social media present

Target Avatar Details

Name:

- Mike

Demographics:

- Male
- 35 years old
- Married with two children
- Lives in Marquette, Michigan
- Works as a carpenter

Psychographics:

- Mike is a big sports fan and loves baseball in particular.
- He's a dedicated family man who enjoys spending time with his wife and kids.
- He's also an active member of his community and enjoys supporting local businesses and events.
- Mike values hard work and perseverance, and he respects athletes who give their all on the field.
- He's proud to be from Marquette and loves supporting the local minor league baseball team.

Behaviors:

- Mike attends several Marquette Blue Salamanders games each season, usually with his family.
- He enjoys watching the game and cheering on the team, but he also likes socializing with other fans and enjoying some ballpark food and drinks.
- Mike likes to wear his Marquette Blue Salamanders hat and T-shirt to show his support for the team even when he's not at the ballpark.
- He also follows the team on social media and enjoys reading news and updates about the players and upcoming games.
- Mike occasionally attends away games if they're nearby, but he mainly focuses on supporting the team at home games.

Goals:

- Mike's primary goal is to enjoy a fun and entertaining experience at the ballpark with his family and friends.
- He also wants to support the Marquette Blue Salamanders and help them succeed on the field.
- Mike values community involvement and wants to support local businesses and organizations, so he's happy to support the team as a way of contributing to the community.
- He hopes to see the team improve and eventually make it to the playoffs, and he's excited to be part of the journey.

Target Market

- We are looking to target the classic baseball market in the Upper Peninsula while also targeting families and young adults who are looking for affordable sporting events and activities to do outside of the house in Marquette. The classic baseball market being any baseball fan aging 18-54 years old, the above-average baseball fan who keeps up with prospects of their favorite Major League teams within Minor League teams, or the less involved baseball fan who may have played at some point and would have interest in attending or bringing the whole family to a baseball game. Family, friends, the community and tourists aging 18-54 years old are our main target audience.

Core Problem

The Marquette area is missing a summer sports team to bring together family, friends and the community.

The Marquette Blue Salamanders is striving to be the only summer sports team in the area providing a family and friend entertainment experience authentic to Marquette and the Blue Salamanders.

Meet The Mascot

Neo the Salamander

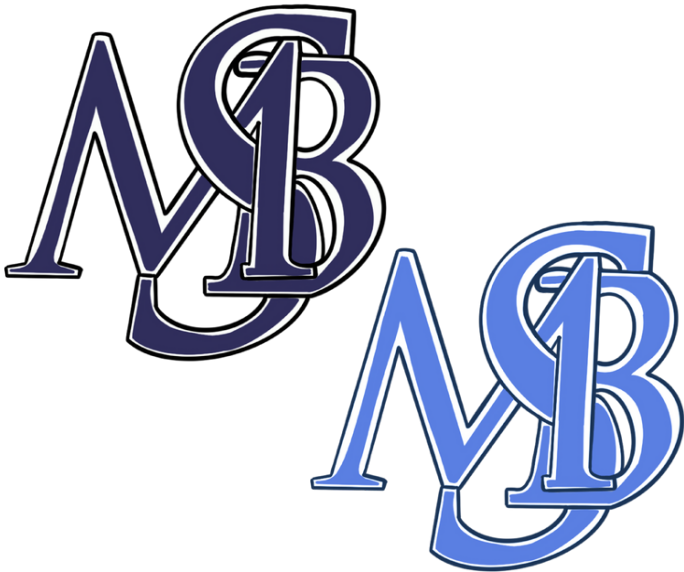


Our mascot Neo, is a blue spotted salamander. Native to the Upper Peninsula. Neo was based off of Randall the gecko from Monsters Inc. We decided to draw inspiration from him and our real world salamanders here in Marquette.

Team Identity – Creative Brief

Name: Marquette Blue Salamanders

Logo:



#302E59 / #627FD9 / #628C04 / #95BA50 / #B1CEFF

Colors come directly from pictures of Blue Spotted Salamanders that are found in Marquette. We added shades of green that can be found in the grass they live in.

	PANTONE P 87-16 U	
	PANTONE P 99-6 U	
	PANTONE P 99-14 U	
	PANTONE P 104-3 U	
	PANTONE P 151-14 U	
	PANTONE P 152-16 U	

Pantone Color Matches for Print

MBS Merch



Ticketing Examples

What MBS's Tickets Look Like



Unique Selling Proposition

WE PUT THE TAIL IN TAILGATING

Marquette is full of people looking for things to do outside the house, and what better reason to get out of the house than a Tailgate and Salamanders game? With so many local restaurants and businesses in the area, the Salamanders want to turn pregame tailgating into a community, family-friendly event. The entire parking lot and stadium having various food trucks, restaurants, and local businesses offering their services, as well as various activities to participate in for all ages!

Unique Selling Proposition Detailed

Tailgating Food Trucks/Restaurants:

- The Burger Bus, Fish Express, Dia De Los Tacos, Smelted, SMOKD., SENORS.
- Blackrocks Brewery, Superior Culture, Drifta Brewing Company, Ore Dock Brewing Co, Cruise N' Coffee.
- Stuckos, Vango's Pizzeria and Cocktail Lounge, Border Grill, Togo's, Donckers (restaurants such as Stuckos and the others named could have their own concession stand, food in the concession stands, and or a table or tent during tailgating.)
- Main Street Pizza (potentially all pizza in stadium provided by them or could have different pizza places/providers around the stadium.)
- Yoop Coop (potentially be an exclusive provider for all of our chicken/chicken meals if realistic).
- Donckers, Frosty Treats (providing us with candy, sweets and ice cream.)

Tailgating Activities (All Ages):

- Cornholes, Ringtoss, Jenga or Giant Jenga, Ladder Ball, KanJam.
- Bawling (Fowling is a football tailgating game where you bowl with a football, we would have our own take on it, bowling with a baseball, the pins could be bats or something different.)
- Baseball related activities like playing catch, batting cage and radar pitch speed machine, different bouncy house activities.
- Live Music (local bands/artists and if possible some bigger names.)
- 21+ area for appropriate drinking games.

2023 Advertising Mix

May - August

Budget: \$170,000

Radio: \$35,000

Purchase radio advertisements on prominent local stations such as 94.9 The Bay, 92.3 WJPD, 98.3 WRUP, 100.3 WUPT, Radio Results Network, and others during morning and evening commute hours. During games, we will provide in-game updates and promotional announcements, as well as collaborate with them on ticket giveaways and sweepstakes.

Explanation: Radio advertising is an inexpensive and efficient approach to reach a large audience, particularly during peak listening hours. With radio stations' capacity to cover a broad area of the Upper Peninsula easily, it is a fantastic approach to reach the surrounding area.

TV: \$45,000

Purchase 30-second ad spots during prime-time and sports programming on local television networks such as WJMN, WZMQ CBS 19, and WLUC TV 6 as well as sponsored weather updates with a mention of forthcoming games and events and live news coverage of the games.

Explanation: TV advertising provides aesthetically appealing visual information that can increase community engagement while also targeting certain groups.

Event Sponsorship - \$35,000

Blueberry Fest: \$5,000

Farmers Markets: \$5,000

Blues Fest: \$5,000

Beer Fest: \$5,000

Blue Salamander Migration: \$5,000

Fourth of July: \$10,000

Explanation: Sponsoring local events increases brand awareness and creates community engagement. These events draw large crowds and could provide a great way to spread the word about the Blue Salamanders.

Print - \$5,000

Advertise in local newspapers and magazines, and distribute fliers and posters in high-traffic areas such as local businesses, restaurants and bars, schools, and community centers.

Explanation: Print advertising is another way to reach out to potential followers and reinforce brand familiarity. While the budget for this medium is less, it is still useful in reaching out to particular local populations.

Digital- \$25,000

Platforms: Facebook, Instagram, Twitter, Email Marketing and Mobile App.

Schedule regular posts, stories, targeted ads and newsletters to provide game updates, upcoming schedule/theme nights, and engage with the audience; have ticket and merchandise giveaways to increase audience reach and impression rates; have brand partnerships and collaborations with local businesses to strengthen community involvement in an online presence and provide special offers and discounts in the mobile app to increase downloads and our email marketing list.

Explanation: Digital advertising is cost-effective and enables for precise ad targeting, making it a crucial component of our advertising mix. It also aids in the development and maintenance of a strong online presence and fan base.

Banner Ads - \$10,000

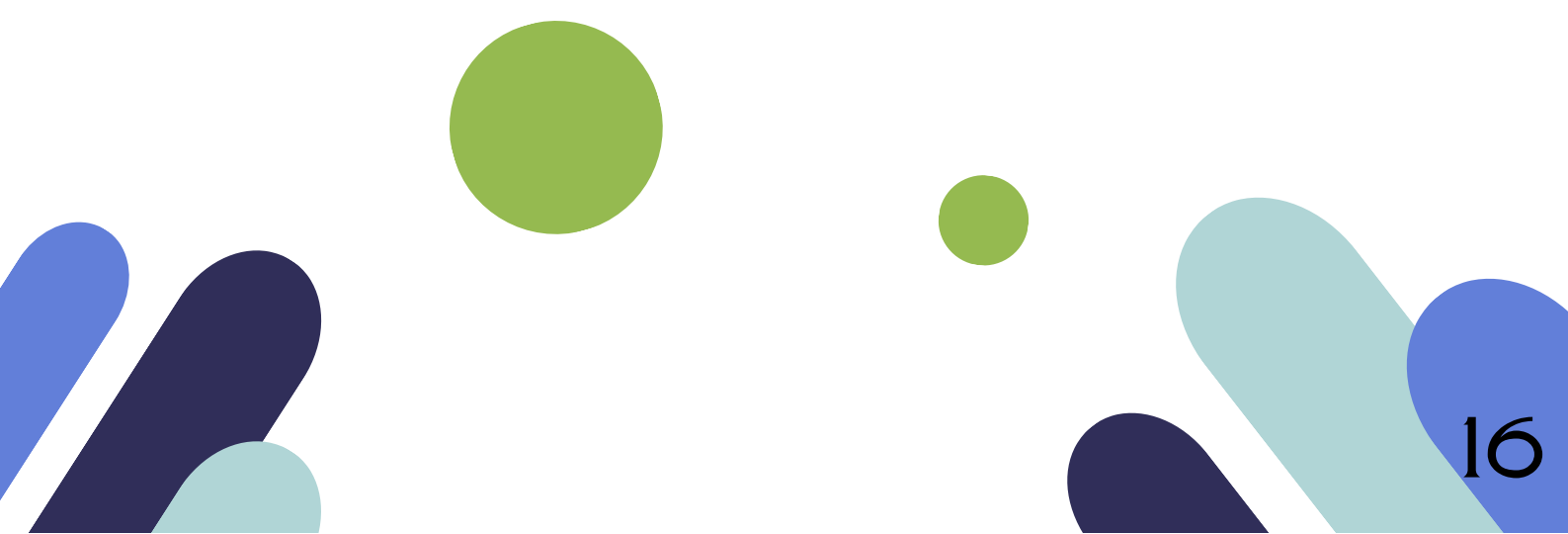
Purchase signage for buses and taxis in the Marquette area, as well as billboards along main roads and highways in Marquette and the Upper Peninsula.

Explanation: Outdoor advertising contributes to the community's visual presence and can lead to high recall rates among potential guests.

Miscellaneous Promotions - \$15,000

Purchase advertising materials, t-shirts, and other team products to be sold at the stadium and at sponsored tailgate events before the games. Collaborate with local companies to provide offers and cross-promotions with restaurants, bars, hotels and retail outlets.

Explanation: Miscellaneous promotions contribute to the creation of additional touchpoints with supporters and may be an effective approach to promote loyalty and inspire enthusiasm about the club.



TV AD

Project Name: Marquette Blue Salamanders
Production Title: Tv Ad

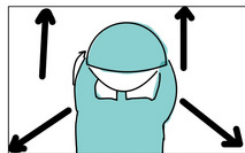
DIRECTOR: Kenzie Harrod

SHOT LIST

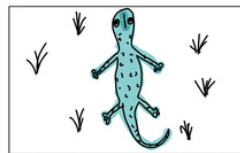
SHOT #	SCENE #	TYPE OF SHOT	ONE LINE DESCRIPTION
1	1	close up → wdsht	behind mascot head being put on, slow zoom out to wide over head shot as mascot walks from locker room to stadium (night) crowd cheering
1	2	overhead mcu	cut btwn: salamander irl walking towards the lake and the mascot on the field x4 crickets & crowd
2	1	close up	mascot & hitter high five → slow build music
3	1	medium shot	cut to: hitter swinging a home run (Impact) →
4	1	close up (eyes)	cut to: pitcher looking shocked / fearful
3	2	overhead med	cut btwn: hitter running and salamander walking in slow-mo w/ intense music. x4
5	1	med close up	hitter landing/sliding on the last plate. dirt flying everywhere
4	2	med close up	cut btwn: salamander reaching the water, splashing into the water and hitter landing x2
6	1	med wide shot	hitter laying on the base breathing crowd going wild distant screams.
5	2	med wide shot	salamander slipping under the water shot stays @ surface. little bubbles & distant bug noises.
1	3	wide shot	camera over stadium lights pan up to sky full of stars. (TEXT ON SCREEN) USP and MBS.

STORYBOARDS

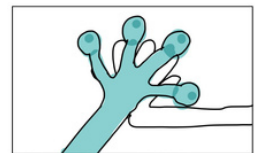
PROJECT: Tv Advertisement
TITLE: Marquette Blue Salamanders



SHOT #: 1 FRAMING: CU → Wsht
DESCRIPTION: behind mascot to overhead zoom out.



SHOT #: 2 FRAMING: MCU
DESCRIPTION: overhead of salamander walking



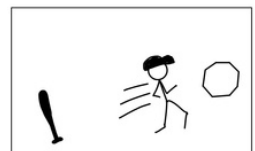
SHOT #: 3 FRAMING: CU
DESCRIPTION: mascot & hitter high five!



SHOT #: 4 FRAMING: MSht
DESCRIPTION: cut to impact of swing.



SHOT #: 5 FRAMING: CU
DESCRIPTION: fearful eyes of catcher



SHOT #: 6 FRAMING: Ovht MSht
DESCRIPTION: hitter running the bases

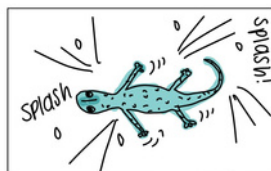
STORYBOARDS

PROJECT:
TITLE:

PAGE: 1 / 2



SHOT #: 7 FRAMING: MSht
DESCRIPTION: hitter sliding home



SHOT #: 8 FRAMING: MSht
DESCRIPTION: salamander splashing into the water



SHOT #: 9 FRAMING: Wdsht
DESCRIPTION: overhead of stadium to pan up to the sky.

MBS ADS

What To Expect From Us



Promotional Event Planning

An event announcing the team and construction of a stadium

- The event takes place on a sunny day (hopefully) in a large open field where the stadium will be built. A large stage is set up with a podium and microphones for the speakers, and rows of chairs are arranged for the audience. As people start arriving, they are greeted by cheerful music playing in the background, and vendors selling hot dogs, popcorn, and other baseball-themed snacks. Most vendors are from the local area. There are also booths set up for the team's merchandise, where fans can buy hats, jerseys, and other souvenirs. At the appointed time, the mayor of the city takes the stage and welcomes everyone to the event. He talks about the economic impact the stadium will have on the city, creating jobs and attracting visitors. He also mentions the excitement of having a new team to support and cheer for. Next, the team's owner is introduced and speaks about his vision for the team and the stadium. He talks about how this will be a place for families to come together and enjoy America's favorite pastime, and how the stadium will be a hub for the community. Finally, the team's mascot comes out to entertain the crowd, posing for photos and getting everyone excited for the upcoming season. As the event comes to a close, attendees are invited to sign a large banner with their well-wishes for the team and the stadium. They are also encouraged to purchase season tickets and support the team as they embark on their journey.

Ideas for a media event introducing the team

- There are going to be two main media events which will introduce the team. First is Press Conference: The team can host a press conference where they introduce themselves to the media and answer questions. This can be done in a large conference room or a stadium, depending on the size of the media group. Second is Social Media Takeover: The team can take over social media for a day or two, introducing each team member individually through posts, photos, and videos. This can help build anticipation and excitement for the team's first game.

Create a plan for a traveling community hype event

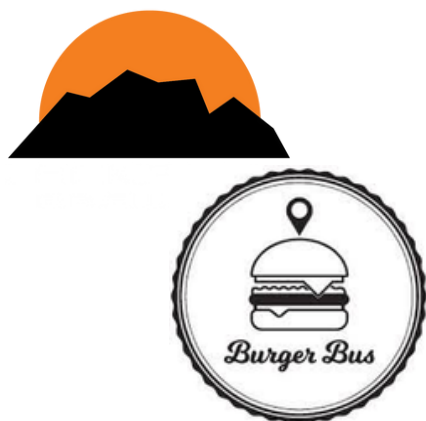
- Decide on the target audience for the event. Since it's a traveling event, it could be for a wider community, such as families or teenagers. Then plan the content of the event, which should be fun, interactive, and engaging. It could include a mix of activities, such as dance-offs, karaoke battles, and talent shows, and also include games like tug-of-war, relay races and balloon toss. Then identify a suitable venue for the event. It could be a local school gymnasium or community center that can accommodate the expected audience size. Then promote the event in the community through flyers, social media, local newspapers, and community bulletin boards. It can also partner with local schools and community groups to help spread the word. Then set up the venue with decorations, music, and any necessary equipment or props for the activities. Have a clear plan for the flow of the event, including transitions between activities. Finally start the event with a high-energy opening, such as a dance or musical performance. Then, introduce the activities and games, making sure to engage the audience and keep them excited. It has to involve members of the community in the event, such as local business owners or community leaders. This can help build a sense of connection and pride in the community. Then end the event with a grand finale, such as a group dance or a competition, where participants can win prizes like tickets for the next game. After the event, collect feedback from participants and use it to improve future events. You can also share photos and videos of the event on social media to help generate interest for future events.

Game Promotion Ideas



Marquette Little League Night

Each Marquette Little League team will have the chance to go on the field and play small fun game in between innings



Food Truck / Brewery Night

Tailgating event that includes all local food trucks and breweries. If you buy a ticket for the game, you get 50% off beer for the night, and 25% off all food from food trucks



NMU Hockey Crossover

One game of both hockey and baseball season, the two teams will be at each other's games to sign autographs, take pictures, etc. Great way to engage families, and NMU community.

Concession Ideas

The Classics

Hotdog
Brat
Hamburger
Cheeseburger
Crispy Chicken Sandwich
Pulled Pork Sandwich
Hot Pretzel
Chicken Tenders

Popcorn
Nachos
Peanuts
Waffle Fries
Cheese Curds
Loaded Tater Tots
Potato Chips
Candy

Drink Menu

Blackrocks Beer - 51K, Grand Rabbits,
Honey Lav

Domestic Beer - Miller Light, Coors Light,
Bud Light

Ore Dock Black Cherry Breakwater

Pepsi Products - Pepsi, Diet Pepsi,
Mountain Dew, Dr. Pepper, Mug Root
Beer

Bubly - Mango, Passionfruit, Blackberry,
Lime

Salamander Specials

Salamander Tails - Donckers
Chocolate and Candy

Blue Salamander Slushie

Blue Spotted Dippin Dots

Blue Spotted Cotton Candy

Bleu Cheese Specialty Burger

Social Media Plan



- Funny, unique videos
- Include fun team content
- Audience engagement
- TikTok trends



- Game schedule
- Score updates on story
- Promotions / events
- Quality game & team photos



- Game schedule
- Constant score updates
- News stories
- Reposts



- Main source of information
- Prices, events, links
- Details
- Fun added content

Brand Partnership



Marquette County Parks and Recreation would be a great partnership for the Marquette Salamanders. The Blue Spotted Salamanders are found during their migration phase crossing through Presque Isle Park. This is one location that is funded through Marquette County Parks and Recreation. Normally, between the months of March and May, the Blue Spotted Salamanders are migrating, and the Southwest bend of Peter White Drive gets barricaded in order to protect them. The people of Marquette often enjoy going to see the Salamanders, and are grateful that they are being kept safe. With this being said, there is a direct correlation between the Salamanders Baseball brand, and Marquette Parks and Recreation.

In addition, Marquette community members are big into utilizing the parks and trails in Marquette County, as well as the community spaces. People from outside of Marquette often come up in the summer time to hike and camp these areas. Partnering with Marquette Parks and Recreation will give incentive to Marquette locals, UP citizens, and summer tourists to come watch the Salamanders play. For the first year that the Salamanders would partner with Marquette County Parks and Recreation, we would negotiate a deal to reinvest for growth of the business. This means that Marquette County P&R would give their split back for the investment of the Salamanders, in order to grow and develop the brand. The split would start at 5% of all gross profit, with the potential to increase over time.

Initially, this would include having advertisements posted at trailheads, park benches, and all community spaces that are included in Marquette County Parks and Recreation. This includes: Kaufman Sports Complex, North Marquette Athletic Field, Hurley Field, Baraga Gym, Cinder Pond Marina, Presque Isle Marina, Mooring Field, Skate Plaza, Tourist Park, and Presque Isle Park. If the partnership wanted more growth, some of those spaces could host free events for community members, engaging in meeting the team and doing fun activities.