



**Destination, Community Center ...
Both?
Growing Your Fan Base**

UNITED IN SUPPORT OF SPORTS HERITAGE.

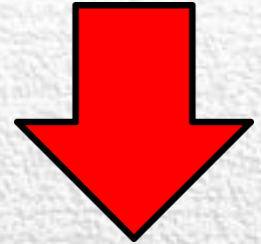
The International Sports Heritage Association is a non-profit membership organization incorporated in 1971. We assist sport museums and halls of fame to develop, operate and **promote their facilities in the best way possible.**

ISHA promotes sports heritage and its members. Our member institutions are an integral part of preserving sports history and interpreting it **for the public in an informative, educational and entertaining way.**

Andrew Miller

- **Executive Director of the Susquehanna River Valley Visitors Bureau – Regional VB Representing Three Counties**
 - **Conference, Meeting and Event Planner in Washington, DC Metro area for 16 years.**
 - **Always Looking at Space as a Special Event Venue**
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- **In 2008 When the Economy Tanked**
- **How Can We Help Our Members?**
- **Think Outside the Box**
- **Non-Traditional Event Planning Space**
- **Appeal to BOTH Visitors and Residents – Why Be Exclusive?**
- **Appeal to All Consumers/Customers**



- **Museums and Visitors Bureaus**



- **Enhanced by Partnership – Highly Recommended**
 - **But Not Required...**
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- **Museums Can Be More and Should Be More**
 - **Pay Tribute to Something Distinct and Unique**
 - **Have Inherent Respect**
 - **Have a Built-in Niche Market**
 - **Sports Fans/Enthusiast Are Passionate!**
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But...

- **How Big is Your Fan Base?**
 - **Is it Maxxed Out?**
 - **Are Potential Consumers Being Excluded?**
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Opportunity for Education, Partnership and Outreach

HOW?

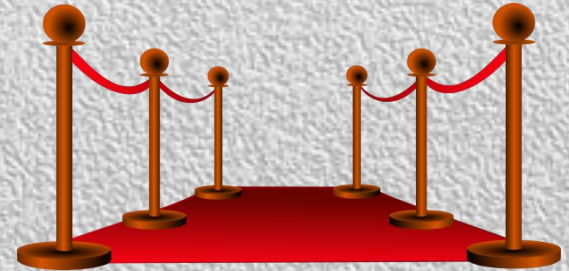


- **Cultivating Existing and New Fan Base**
 - **Community Awareness, Education and Support**
 - **Event Planning**
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Cultivating Existing and New Fan Base

- **Create a New and Unique Experience**
- **Variation on a Twist – New Angle/Story Regarding Something You Already Promote**
- **VIP “Feel”**
- **Special Events – VIP Invitation Only**
- **VIP Receptions or Open Houses – “Learn the Inside Scoop” or “Meet VIPS”**
- **Behind-The-Scenes Tours**



• **Technology and The Experience**



- **FOMO – Fear Of Missing Out**
- **Selfies – Everything is a Photo Opportunity**
 - **Mascots**
 - **Sports Legends,**
 - **Cut-Outs**
 - **VIPs**
 - **Action Backdrops/Backgrounds**
- **Post on Social Media – Twitter, Facebook, Instagram, Pinterest – FREE Marketing and Promotion.**
- **The Power of Video! Video will account for 69% of all consumer traffic by 2017**





Community Awareness, Education and Support

- **NOT Just a Museum for Tourists and Visitors**
 - **Be a Good Partner, Neighbor, Community Stakeholder**
 - **Build, Expand, Enhance Your Brand Within Your Community**
 - **Brand = What People Say About You When You're Not in the Room.**
 - **Give them something GREAT to talk about.**
 - **Engage, Educate and Entertain – Let your Community be your Greatest Ambassadors**
 - **Identify Local Partners and Stakeholders**
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Community Awareness, Education and Support

- **Contact Local/Regional Clubs – Google will find them!**
 - **Host Tours and VIP Events for them.**
 - **Create Your Own Club for Youth, Families, Mentors – Get People Engaged and Involved.**
 - **Create Ongoing Youth Programs – Partners With Other Youth Programs**
 - **Create Your Own Award with an Award Reception For:**
 - **For a Local Politician or Community VIP**
 - **School Athlete, Club, Fan or Team**
 - **Partner With a Local Newspaper – Build Awareness in a Monthly Column**
 - **Athlete, Club, Team of the Month “Brought to You By.....” – story of community goodwill and opportunity to educate about you.**
 - **Promote, Honor, Showcase:**
 - **Backyard Athlete**
 - **Backyard Fan/Enthusiast**
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Event Planning Venue

- **People Love to Celebrate at Unique Venues for Unique Experiences.**
- **Fans Are Passionate!**
- **Where Else Can They get the Unique Experience You can Offer?**



Event Planning Venue



- **For Tourists, Residents and Local Businesses**
 - **Every Event Promotes Your Organization to a Wide Variety of Potential Customers and Consumers**
 - **May Have Not Walked Through Your Front Door Otherwise**
 - **Always an Opportunity To Tell Your Story, Engage and Educate!!**
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Event Planning Getting Started:

- **Take an Objective Look at Your Venue.**

Space for:

- **Receptions**
- **Dinners**
- **Business Meetings**
- **Weddings**
- **Birthday Parties**



• **Event Planning Getting Started:**

- **Partner With Nearby Hotels that do not have Event Space.**
 - **Host Facility Tour for Hotel Sales Staff**
 - **Create an “Official Event Service Partners” List that includes:**
 - **Hotels**
 - **Caterers**
 - **Equipment Rental – tables, chairs, audio-visual, party décor and supplies**
 - **Transportation – Vans, busses, limousines**
 - **Entertainment**
 - **Win/Win – You Have Access to Event Planning Service Providers who you Exclusively recommend = Professional Partnerships.**
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Event Planning Getting Started:

- **Once Ready to Host Events -**
 - **Set up a Tour or Host an Open House for:**
 - **Community Leaders**
 - **Business CEO's and Executive Staff**
 - **Visitors Bureau – to promote your venue for meetings of all sizes to businesses and families and tourists.**
 - **Ask Bureau If and When They Host a FAM Trip, Your Venue is Included on the FAM for Unique Venues**
 - **Stage the Tour and Open House to Showcase the Type of Events You Can Host**
 - **Secure List of Businesses Throughout Your Region and State. Promote Your Unique Venue to Them.**
 - **Opportunity to Educate and Engage**
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Events to Host

- **Based Upon Your Venue:**
 - **VIP Events**
 - **Receptions**
 - **Weddings**
 - **Business Meetings**
 - **Unique Community Announcements Through Partnerships/Press Conferences**
 - **Fundraisers/FUNraisers – for Yourself or With Partners to Split the Proceeds**
 - **Go Pink in October – Partner For Breast Cancer Awareness Month**
 - **Beginning and End Point for Relay For Life Events**
 - **Be a Sports Bar Without the Bar!**
 - **Host Fans/Enthusiasts to Watch Televised Special Events.**
 - **Have Them Arrive For a Tour Before the Events I Televised – Engage and Educate**
 - **Like-Minded People Like to Share Similar Experiences - and have FUN!**



Rules of Engagement:

- **You Are a Sports Heritage Site/Museum/Association With a Unique History, Story and Passionate Fan Base**
- **You Are Part of A Worldwide Sport Culture**
- **You Are also a Unique Addition to Your Community – You add Dimension. Your Story is Part of Their Story**

- **Sports around the World - History, Culture, and Practice**
by John Nauright and Charles Parrish, Editors



“For billions of sports fans across all countries and ethnicities around the globe, sports aren't merely a "hobby" or a "pastime." The passion these individuals have for their sport of choice goes beyond mere interest; in many cases, aside from their direct family, sports constitute the most important aspect of their lives.”



- **You Are a Destination**
 - **You Are a Community Center**
 - **You are One-of-a Kind**
 - **No One Else Has Your Story to Tell**
 - **Tell Your Story with Passion**
 - **Think Outside the Box**
 - **Educate, Engage and Entertain**
 - **Partner and Promote**
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THANK YOU
