

# GOTHAM GIRLS ROLLER DERBY

## 2005 SEASON MARKETING PLAN

### GOALS

---

- ★ Promote general awareness of the league – expand our message beyond the “hipster” crowd to a broader audience
- ★ Drive bout attendance – 1,000 at the season opener, sell out the house by the end of the season
- ★ Drive traffic to the website – increase traffic numbers every month
- ★ Recruit skaters and volunteers – launch two new teams this season, staff volunteer event crew and promotions crew
- ★ Increase merch sales – drive website sales, increase visibility in the media
- ★ Make the Gotham Girls the “it” girls of New York City – get the media more interested in non-bout social activities, get us invited to more high-profile parties and events

### CONSIDERATIONS

---

- ★ There’s a lot of interest in derby at the national level - there are two roller derby reality shows on the schedule this year (one confirmed on A&E, one TBD) and Game Show Network has a deal to air Texas and Arizona bouts. There’s also a national roller derby magazine being pitched to a publisher.
- ★ If we decide to do the Nick Davis reality show, this will likely give a huge push to all of GGRD’s business – league awareness, bout attendance, sponsors, merch sales, etc. Marketing plans/goals may need to be re-evaluated.
- ★ If we don’t do the reality show, other leagues are still going to participate. And we’re going to need to figure out how to best use this to our benefit. Because we’re in New York, we’re still going to get more than our fair share of media attention. But we’ll still need to find bigger ways to market ourselves.
- ★ National TV airing in summer 2005 should affect our bout attendance positively through most of the season (May/June through the end of the season).
- ★ National TV airing in Fall 2005 will likely only affect our bout attendance for September and October. Then we’ll be heading into a four-month hiatus just when people are riled up and bloodthirsty for derby action.

### TARGET AUDIENCE

---

Last year, GGRD did an extremely good job at getting to the “Williamsburg hipster” crowd. But if we’d like to sell out our bouts, we’re going to need to reach beyond that scene. The great thing about GGRD is that there’s something for everyone. Overall, our focus should be on “nightlife types” in the 18-34 range – people who get out of the house and go to bars, dance clubs, live music shows, burlesque shows and other sorts of live entertainment, with specific focus on the following:

#### **Hipsters and Not-Quite-So-Hipsters**

We’ve already hooked the hipster elite of New York City – now let’s back down a step and aim for the slightly less hip – a more “mainstream” and slightly older cross-section of the cool kids.

### **College Students**

Not all college students are what you'd call "alternative" – but they love to drink beer and look at girls. New York City has a huge number of colleges and universities – target students by submitting listings to campus papers and radio stations and flyering in dorms, student unions and high-traffic public spaces. Work out student ticket deals with schools that want to participate.

### **Skateboarding/Extreme Sports Enthusiasts**

People who are into skateboarding and bike gangs should find roller derby perfectly entertaining. Flyer at skateboarding and bike gang events. Flyer skate shops throughout the city (beyond Paragon and Blades – where do the cool kids go?) Look for skating and bike gang-related email lists. (Is there an email list for the Autumn Bowl?) Make a goodwill trip to the skate parks in the spring.

### **Burlesque Fans**

Burlesque fans are a natural match with roller derby, and the Jeerleaders should provide extra enticement for those with favorite performers. Flyer and poster heavily near/in burlesque venues, perhaps with emphasis on Jeerleader burlesque performers. Join NYC-specific burlesque mailing lists and post bout info. Do more cooperative events like the New York Burlesque Festival and the Divas & Deviants Halloween Party.

### **Gay and Lesbian**

We did well with the GLBT audience last year. Flyer/poster in Chelsea and the West Village. Find more gay and lesbian listings, online and print.

### **Old School Derby Fans**

These folks are not to be forgotten – we had several old-schoolers at our debut bout! Most are going to be older (mid-30s to 50s) and more mainstream than the rest of our audience. Primarily we will catch these people through more mainstream tactics like media appearances, consumer advertising and flyering in high-traffic areas like transit centers. The internet's no good – people who frequent derby lists are generally derby fanatics and aren't in line with the goals of the new movement. We're looking for the casual fan who fondly recalls watching derby on TV in the '70s and hasn't thought much about it since. These people are going to respond to images that portray derby more as a sport than a burlesque performance or punk show. Artwork should be professional enough that GGRD will be taken seriously as a sporting event – "youth marketing" is going to exclude the "grown-ups" from the party.

## MARKETING ELEMENTS

---

- ★ Online
- ★ Appearances/Media Events
- ★ Flyering/Postering
- ★ Consumer Advertising
- ★ Guerilla Advertising
- ★ Ticket Promotions

## ONLINE

---

Online promotion was highly successful for GGRD in 2004. Lists like Nonsense-NYC, Brooklyn Cacophony and NYC Happenings gave us direct access to the Williamsburg crowd, and sites like Gawker and Flavorpill were among our top referrers.

## GOALS

- ★ Create regular update schedule for the website
- ★ Add media coverage to home page updates
- ★ Identify mailing lists and online groups that will give us direct access to a larger percentage of our desired audience
- ★ Make newsletter opt-in part of the purchasing process for all web sales
- ★ Collect email addresses more aggressively at GGRD events – recruit mailing list volunteers to work the crowd with a clipboard
- ★ Create a sense of community on the site so fans will want to hang out on a regular basis – boards, blogs, etc.
- ★ Recruit a volunteer to manage the Myspace page – set up groups, fish for new friends
- ★ Create a sweepstakes with a local business (preferably a prominent business with multiple locations throughout the city, like Two Boots Pizza or Blades) – drive traffic, create league awareness, collect email addresses for our database
- ★ Launch a sweepstakes immediately before Sirenfest – it's our biggest flyering opportunity of the year, and if we have stellar sponsorship/prizing, people will have a reason to take our flyer home and visit the site instead of throwing it away
- ★ Arrange monthly ticket giveaway with Flavorpill
- ★ Identify our major referrers (e.g. Gawker) and do everything we can to ensure they announce our bouts
- ★ Launch a new major feature every month so we can promote in the newsletter and announce at the bout – announce contests, sweeps, etc. at bouts to drive audience to the site

## 2004 WEB TRAFFIC

July 2004	25,261 pages
August 2004	33,138 pages
September 2004	15,949 pages
October 2004	17,985 pages
November 2004	43,509 pages

December 2004

19,919 pages

**2004 Newsletter Subscribers**

261 subscribers

**2004 Online Sales**

T-shirts: \$1,144.09

Bout tickets: \$678.01

Other: \$1.34

**Total sales: \$1,823.44**

Of 491 total tickets sold for the November expo bout, 71 were sold online (14.5%).

**PRE-SEASON SITE LAUNCHES**

HTML newsletter

Team pages

Skater pages

Blogs

Boards

Jeerleader page

Refs page

Fresh Meat/inactive page

Online sponsor kit/form

Sponsor placement on home page

Revamped volunteers/recruiting section

Updated rules summary

Overall design update/new header and logo

**APPEARANCES/MEDIA EVENTS**

---

**GOALS**

- ★ More events, more appearances – at both the national and local levels. The more we do, the more people will hear about us.
- ★ More national TV appearances, specifically. Work to find national TV opportunities we like for the sake of driving bout attendance. (More New Yorkers watch Letterman or Conan O’Brien than the Fox 5 morning news.)
- ★ Create a cool, professional promo reel that we can use to promote ourselves to TV producers
- ★ Set up local radio interviews/ticket giveaways
- ★ Do more co-sponsored events with groups like Madagascar, Hungry March Band, Autumn Bowl, burlesque, etc.

**PUBLIC APPEARANCES/EVENTS**

<b>St. Patrick’s Day Parade</b>	March 17	March bout promo
<b>Easter Parade</b>	March 27	
<b>New York Burlesque Festival</b>	May TBD	

<b>Fleet Week</b>	May 25-31	
<b>Mermaid Parade</b>	June 25	Parade entrants
<b>Pride Parade</b>	June 26	
<b>Siren Music Festival</b>	Date TBD	Flyering
<b>Warped Tour</b>	Date TBD	Flyering
<b>Nathan's Hot Dog Eating Contest</b>	July 4	July bout promo
<b>Circus Day at Coney Island</b>	August TBD	Flyering
<b>DUMBO Arts Center Art Festival</b>	October 15-16	Flyering
<b>Ladyfest*East</b>	Date TBD	Derby workshop
<b>Halloween Parade</b>	October 31	Parade entrants
<b>WFMU Record Fair</b>	November 4-6	
<b>CMJ</b>	Dates TBD	Derby girl showcase

## TV/RADIO/FILM APPEARANCES

Are we happy with the sort of TV we've done so far? What sort of television do we actually WANT to do in the next year? What do we want to avoid?

### 2004 Appearances

- ★ ARTE-TV (France)
- ★ YES Network
- ★ Fox 5 – *Good Day New York*
- ★ WNBC – *Today in New York*
- ★ UPN 9 News
- ★ Reuters TV
- ★ Sky TV
- ★ Fox News Channel
- ★ Radio 6PR (Australia)
- ★ *Brick and Mortar* DVD
- ★ *Paradetown USA*

### Upcoming Appearances

- ★ *Hell on Wheels* documentary movie (currently in post-production)
- ★ BBC Radio
- ★ Short film project with Sera Rogacki
- ★ Potential reality TV show with Nick Davis Productions
- ★ Music video with the Turbo ACs
- ★ Documentary by filmmaker Joshua Thompson
- ★ *Dateline NBC* (TBD)
- ★ *Life & Style*
- ★ National piece for Fox

### Wish List

- ★ NY1
- ★ Conan O'Brien
- ★ Viva La Bam

- ★ Letterman
- ★ Mike and the Mad Dog
- ★ NPR
- ★ Bouts: ESPN, ESPN2, ESPN CLASSIC, MSG, YES, OLN, GSN

## CONSIDERATIONS

- ★ Any TV contract we sign should leave us open to participate in other TV deals.
- ★ We should be proactive and pitch ourselves to national media we find desirable before other leagues exhaust opportunities.

## FLYERING/POSTERING

---

### GOALS

- ★ Do more flyering and postering, with better lead time, for all GGRD events
- ★ Do more posters, in particular – they’re far more visible than flyers, and more affordable than any sort of consumer advertising we’ll be able to do
- ★ Poster in areas beyond the obvious downtown neighborhoods/locations – colleges/universities, transit centers, high foot traffic areas in Midtown (e.g. Times Square)
- ★ Get flyers/posters/stickers onto the subway and into subway stations – even if they’re removed at the end of the day, an enormous number of people will see them between morning and evening rush hours
- ★ Recruit a solid crew of volunteers who are willing to help with promotional efforts
- ★ Present a consistent, recognizable artistic style in our promotional artwork
- ★ Find a printing sponsor so we can do all this for free, leaving marketing dollars open for paid consumer advertising

### Stickers

Stickers are a great promotional tool, because they stay put forever and you can stick them anywhere – in the subway, on phone kiosks, on the stall in the bathroom. Great for general branding/awareness.

### Postcards

Print four-color postcards with the season schedule – we’ll be able to use them all year.

### Posters

Posters are ultimately going to be the single most visible, affordable option we have to promote the season – we should print a much higher number, at a lower paper quality, so we can put them up liberally around the city. (Should “official bout posters” [merch] and bout promo posters be different? Or different size/quality but with the same basic artwork?)

### Monthly Postering Party

Two weeks out from the bout, hold a monthly party for skaters and flyering volunteers to help with GGRD’s promo efforts, then meet at a local watering hole where a beer sponsor will reward our efforts. It’s been a little tricky rounding up the amount of help we really need to make flyering/postering successful, and this would be a great way to make it fun and rewarding, and to give

fans a chance to bond with the Gotham Girls. It's also a great way to keep up fan enthusiasm between bouts.

### **Street Team Contest**

Website contest – challenge GGRD fans to create an amazing public display of their love for the league. Drop off materials (posters, stickers, etc.) at retail/sponsor locations in the city where fans can pick them up – then have them photograph and email us their entry. The best display will win tickets to that bout, VIP seating and a GGRD t-shirt. Give prizes for categories like “Biggest Display,” “Most Creative,” “Most Visible Location,” etc.

### **FLYERING/POSTERING/GUERILLA KEY AREAS**

- ★ Manhattan: Heavy deployment in all downtown areas: Village/Washington Square, 8<sup>th</sup> Street, West 4<sup>th</sup>, Astor Place, St. Mark's Place, East Village, West Village, Lower East Side, Nolita, Soho, Tribeca, Union Square, Flatiron District, Chelsea; Hell's Kitchen (all those theater kids live there); Times Square area (construction barriers)
- ★ Brooklyn: Bedford/Metropolitan/Lorimar areas of Williamsburg, Greenpoint, Smith Street, 7<sup>th</sup> Avenue, 5<sup>th</sup> Avenue
- ★ Queens: Astoria, Long Island City
- ★ Transit Centers: Grand Central Station, Penn Station, Port Authority, subway stations – these are going to need to be placed so that they're not all ripped down, perhaps near these locations rather than inside
- ★ Campuses: NYU, Columbia, The New School, FIT, Parsons, Pratt, SVA, Sarah Lawrence, Hunter College, Fordham, Fordham College Lincoln Center / Juilliard, City College, Cooper Union
- ★ Record stores: Other Music, Kim's Underground, Breakbeat Science, Virgin Records, etc.
- ★ Stores: Trash and Vaudeville, 8<sup>th</sup> Street Lab, Triple 5 Soul, Brooklyn Industries, Stackhouse, etc.
- ★ Skate shops: Blades, Paragon, Autumn, etc.
- ★ Hipster cafes, bars, restaurants, bookstores
- ★ Chalking in city parks and other high foot traffic areas of the city (Central Park rink)
- ★ Music venues: Irving Plaza, Bowery Ballroom, Arlene Grocery, CBGB, Northsix, Knitting Factory, Mercury Lounge, Meow Mix, Office Ops, Pete's Candy Store, Southpaw, Pianos, Tonic, Luna Lounge, Continental

### **CONSIDERATIONS**

- ★ Legal issues – we don't want to get in trouble with the city, or get anyone arrested, for destruction of public property. Need to establish/distribute guidelines for everyone involved in postering efforts, and include similar guidelines in the rules for any street team contests we do.

### **CONSUMER ADVERTISING**

---

#### **GOALS**

- ★ Focus on options that will offer us high visibility at a low cost
- ★ Reach a broader cross-section of New Yorkers – those we aren't hitting through online promotion, events/appearances or flyering

- ★ Lend a sense of public “legitimacy” to the league/bouts

### **Print**

Local advertising (*Time Out New York, The Village Voice, Paper*) is redundant promotion at this time because we already have event listings in these publications. *Bust* is an attractive possibility. If the national roller derby magazine is green-lit, we should run a standing ad in every issue.

### **TV**

Local cable advertising is one of the more affordable options available to us – ads run about \$75 to \$250 per airing. However, they advise a minimum of about 15 ads, spread across two or three networks, to have a significant impact. If we can afford it early in the season, we should consider running ads on sports and entertainment networks within our demographic – ESPN, ESPN2, MTV, VH1, Cartoon Network, Comedy Central. If we can’t afford it early on, we should seriously consider budgeting for ads once the derby TV shows hit the airwaves.

### **GoCARDS**

GoCARDS are expensive - two weeks (a total circulation of 120,000 cards) cost \$9,600. However, we’ve been advised that if they like our artwork and feel it will help attract people to their racks, they may be willing to cut us a steep deal or even give us free placement. Any postcards we print should be produced with this in mind and should be highly visual/clever – placement on those racks will be more effective than any amount of postcard distribution we do on our own.

### **Movie Theaters**

Movie advertising is an excellent option because it targets people who like to get out of the house for entertainment, and because they are essentially a “captive audience” – we know they’re not getting up to go to the bathroom. It’s also very affordable at the weekly level – an on-screen slide at Angelika costs about \$345, airs on each of six screens before every movie shown, and is seen by an average of 725 people per week (we’re spending about 48¢ per person). However, they require a 12-week minimum commitment, which pushes the price into the thousands.

## **CONSIDERATIONS**

- ★ We should only spend money on advertising if it’s going to bring us a financial return beyond our investment (e.g. merch/ticket sales) or an audience beyond the Williamsburg crowd.
- ★ At this level, do we want to portray ourselves as sporty? Sexy? Punk? All of the above?

## **TICKET PROMOTIONS**

---

Provide reasons for people to buy advance tickets – then they’re committed to the bout, even if the weather’s bad or they don’t feel like commuting up to the Bronx when Friday night rolls around.

Pricing is based on \$10 advance rates.

### **STUDENT TICKETS - \$85**

Sold in blocks of 10, at a student price of \$10 each. Tickets must be purchased in advance, by a student currently attending a participating college or university. Poster heavily on campus and in student activity offices (or wherever tickets are sold) with specific “Get your discounted student tickets!” message.



**VIP TICKETS – \$25**

Includes seating in the trackside VIP area and a free bout poster. Only available in advance on the website; limited number of VIP tickets available due to limited seating.

**SEASON TICKETS – \$85**

Buy in advance and get one bout free! Only available through the website, and only prior to the first bout.

**ADDENDUM: MERCH IDEAS**

---

- ★ Send t-shirts to stylists/publicists/celebrities along with VIP comp tickets good for any game – that way we get press when they wear the shirt, and when/if they come to the bout
- ★ Get our merch featured in fashion magazines