



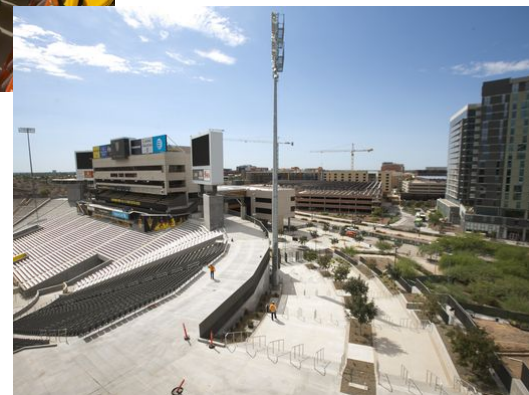
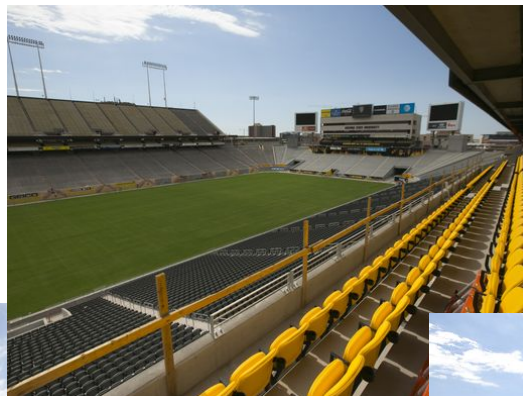
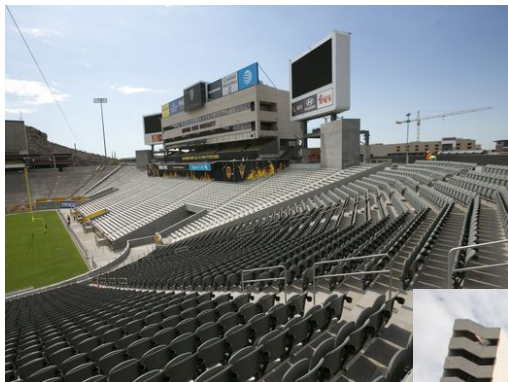
2016 Football Season: Attendance & Affinity

2016 Goals and Objectives

1. Build affinity with faculty, staff, students, alumni, and broader community
2. Create a value-based game day experience for all patrons
3. Produce the best game day experience in the Pac-12
4. Maximize student-engagement
5. Consistently fill Sun Devil Stadium

Our goal is to be an influential and integrated department within the university, focused on strategic priorities

Stadium 365



List of stadium amenities

- Updated entrances
- New restrooms on west side
- Grand Coca-Cola Sun Deck located on the north side
- Enhanced and new concession areas: Chick-fil-a behind section 238, Somburros located behind section 33, and Scoop behind section 243

Affinity Approach

Faculty/Staff

Eliminated the 'two ticket limit' for the faculty-staff 20% season ticket discount. Staff can now purchase up to ten season tickets and receive the discount.

- The Texas Tech game is themed as Faculty/Staff Appreciation Night and the Staff Council will be recognized during the game.

Young Alumni Section

ASU Career Services

- Partnering with ASU Career Services to entertain companies or organizations that hire ASU Graduates:
 - **Sept. 24 vs. CAL:** Public & Human Services (government, foundations, nonprofits, education)
 - **Oct. 8 vs. UCLA:** Healthcare (local, national, and global)
 - **Nov. 10 vs. Utah:** Veterans (employers with Veteran Hiring Initiatives)

High School Band Night

Vet Tix

- 500 tickets will be donated per game exclusively to military veterans

International students

Game Day Experience

Date	Opponent	Game Theme	Individual Game Marketed Giveaways
September 3rd	Northern Arizona	Home Opener	Pokemon GO Activity and T-Shirt / Family Pack**
September 10th	Texas Tech	City of Tempe Faculty/Staff Appreciation	Clear Drawstring Backpack
September 24th	California	Maroon Monsoon	Maroon T-shirts
October 8th	UCLA	Hall of Fame/Sun Devils Serve	Reusable Cups Featuring Key UCLA Wins
October 22nd	Washington State	Homecoming	Gold Rally Towel Featuring Anniversary of Rose Bowl Win / Family Pack**
November 10th	Utah	Blackout/Salute to Service	Sparky Bobblehead / Post-game Fireworks / Football & Basketball Combo Pack for MBB game following night

****Family Four Pack – discounted ticket package for families. Working with Sodexo to include 4 hot dogs and 4 Coca-Cola products with tickets – waiting on Sodexo to quote a price on the food**

Questions?