

# THE COOLEST T-SHIRT YOU CAN'T BUY ANYWHERE ELSE.

Local gaming center leverages RedHawks partnership to bring in new customers.

## Background

Newcastle Gaming Center is a gaming center located about 45 minutes south of Oklahoma City. Owned and operated by the Chickasaw Nation, Newcastle has a strong and dedicated group of customers, but wanted to establish their own unique identity and attract more players from the Oklahoma City metro area.

As a sponsor of the Oklahoma City RedHawks, Newcastle wanted to use their partnership to turn RedHawks fans into loyal customers.

## The best jersey t-shirt money can't buy

With more families coming out to the ballpark in years, RedHawks merchandise became more popular than ever before.

The RedHawks created a mock jersey t-shirt for Newcastle Gaming. This style of shirt has become tremendously popular in sports merchandise. At the team store, the shirts would be priced around \$25-\$30 each.



However, fans couldn't purchase this exclusive jersey t-shirt in the team store. You wouldn't find this jersey t-shirt on the internet or any department store. This shirt was exclusive to Newcastle. And even better: it was FREE.

## Making our fans loyal customers

To get the jersey t-shirt, all RedHawks fans had to do is visit the Newcastle Gaming Center and sign up to be a Player's Reward Club member. This membership is free to join, plus comes with \$10 in free gaming right off the bat.

Get a free t-shirt and free money to go try out Newcastle's games is a no-brainer for the fan.

## Promoting the promotion

The promotion gained exposure using innovative stadium and traditional advertising methods, all handled by the RedHawks at no additional cost to Newcastle. During games, promotional graphics were displayed on the RedHawks video board, public address announcements were read, posters and POS fliers were created and displayed, and a teaser was read on the air during the RedHawks radio broadcast.

In addition, the RedHawks wrote, produced and ran newspaper ads in *The Oklahoman*. The promotion was also prominently featured on the RedHawks website, in the *PlayBall!* game program, and emailed to more than 33,000 fans.

## Did it work? RedHawks fans came in droves

Newcastle's goal was to bring in 1,500 new customers in the span of three and a half months. We flew by 1,500 new customers within a month. Newcastle gladly doubled their jersey t-shirt order. At the end of the promotion, Newcastle told us "the sponsorship was profitable for us with the number of new customers we signed up. We essentially got the advertising part of the partnership for free!"

The demand for the jersey t-shirts and strong return on sponsorship investment illustrate the staying power of a promotional partnership that fans love. Newcastle is anxiously looking forward to the start of the 2012 season to continue the flood of new customers.