



Case Study

Public Relations and Event Management Case Study

Event/Sports Marketing Case Study: 2007 NBA/WNBA Instructional Youth Golf Outing

Company Overview

The NBA/WNBA Foundation proudly hosted this annual event designed to introduce children ages 8 to 13 to the sport of golf. The event was organized to raise funds to promote youth health and fitness and scholarships. The NBA/WNBA Foundation is a not-for-profit organization dedicated to "Promoting Youth Health & Fitness."

Challenges:

- Manage event including staffing, catering, a/v equipment, and sports equipment.
- To develop and implement the organization's communications and sales marketing objectives.
- Find Sponsors for this not-for-profit event.
- To undertake all media relations and supervise all media activities as related to the event.

Strategies:

- Prepare detailed event timelines
- Manage media, phone, e-mail and fax campaigns.
- Get governmental and private businesses involved to support this grass roots program.
- To promote the overall awareness and perception of the event by reaching out to youth organizations, schools and sports clubs.

Results:

- Negotiated and signed with NYC Department of Parks and Recreation to support the event by making the Silver Lake golf course available for the outing.
- Attendance totaled 350 Youth Participants, 40 Professional Instructors, 100 Educators /Parents.
- Signed 10 Sponsors including three corporate sponsors who have committed to the NBA/WNBA Foundation by developing on going strategic partnerships to support scholarships and community activities.
- Successful videotaping of event to be used in various multimedia presentations and press kits.
- Successful city-wide media coverage in both print and broadcast press including 20 placements.