

Aug. 1, 2022

Mr. John Bianco, Senior Associate AD for Communications  
University of Texas at Austin  
john.bianco@athletics.utexas.edu

Dear Mr. Bianco:

Attached is our proposal for the U.T. football fan experience event in partnership with singers Demi Lovato and Jungkook.

The proposal includes how our agency will address your overall concerns about fan sentiment, as well as how to increase ticket sales, fan merchandise sales and Longhorn Network viewership. We've outlined how we will leverage social media and the qualitative data that led to our decision. I've also included design mock-ups for the event

I hope this proposal answers your questions in how we can turn the current climate around and get fans excited about the new Longhorn football team through partnerships within the community and major global influencers.

Please let me know if you have questions.

Ms. Lisa Davis  
MCOM 5380 Agency

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Aug, 1, 2022

LISA DAVIS | THE MCOM  
5380 AGENCY

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U.T. Longhorn Football Team  
John Bianco, Senior Associate AD for Communications

Texas Longhorn Football Fan  
Experience w/ Special Guests  
Demi Lovato & Jungkook



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# PROPOSAL



## Statement of Purpose

As fan sentiment wanes for the U.T. Football team, the organization has asked our agency to intervene before it worsens. Our agency believes that through a special event, media coverage, leveraging social media and partnering with major celebrities, the fan sentiment and loyalty will increase along with an increase in sales.

## Special Event

The event is opening up the Longhorn's practice for fans to get a first look at the team followed by a meet and greet with players. We believe this will develop relationships between the players and the fans, which leads to stronger ties with the team. Because the Longhorn community loves animals, we want to use the event to help homeless pets in Austin. Spectators can bring their pet to open practice to have a photo with the Longhorn mascot, Bevo. Plus, they can enter to win tickets to the upcoming Demi Lovato concert. All the funds from photo sales will go to Austin Pets Alive (APA).

## Celebrity Roles

Demi Lovato, a Texas native, is kicking off her tour in Austin at the Frank Erwin Center, located on the U.T. campus, with opening act Jungkook. The concert will be streamed for free on the Longhorn Network. During the concert, Jungkook and Lovato will be encouraging fans throughout the livestream concert to donate to APA. There will be a chance for fans to stream live during the concert from their webcams when they donate.

## Goals

Hosting a preseason fan experience works toward the Longhorn's goal of generating more excitement, changing fan perceptions, increasing ticket and fan gear sales, as well as subscriptions to the Longhorn Network. The event also contributes to the goals of the celebrities by promoting a new album and tour.

## Primary Objectives

- **Output:**
  - The Longhorns want to show fans and supporters the team is a much different than compared to last year's. At the same time, the team wants to help homeless animals in the Austin community by raising money for Austin Pets Alive.
- **Outreach:**
  - The local and state media will cover the event to help get the Longhorn's message out to its stakeholders. Plus, specific media outlets are invited to attend the practice and cover the event.
- **Outcome:**
  - Our objectives are to increase fan excitement for the Longhorns, curb apathy toward the team, fill the stadium seats during games and increase Longhorn Network subscriptions.

## Target Segments (Pew Research Center, 2022)

Longhorn Target Audience	Ages 18 to 29 (Pew, 2022)	Ages 30 to 49 (Pew, 2022)	Women / Men (Pew, 2022)	Black (Pew, 2022)
Facebook	Users: 70%	Users: 77%	Users: Women: 77% Men: 61%	Users: 74%
Instagram	Users: 70%	Users: 48%	Users: Women: 44% Men: 36%	Users: 49%
TikTok	Users: 48%	Users: 22%	Users: Women: 24% Men: 17%	Users: 30%
Twitter	Users: 42%	Users: 27%	Users: Women: 22% Men: 25%	Users: 29%
YouTube	Users: 95%	Users: 91%	Users: Women: 80% Men: 82%	Users: 85%

## Core Message

### Ages 18-29

Come watch and support your newly-built 2022 Longhorn football team this season as they conquer the Big 12.

### Ages 30-49

Subscribe to the Longhorn Network and watch your Longhorns dominate the Big 12 this season.

## Media Channels (Paid)

- Billboard.
- Social media ads.
- Local TV ads.
- 

## Social Media Platforms

- YouTube.
- Facebook.
- Instagram.
- TikTok.
- Twitter.



# MCOM 5380 AGENCY PORTFOLIO

# BACKGROUND INFORMATION

## Informal Informational Report

To: MCOM 5380 Agency  
From: Lisa Davis  
Subject: MLB, USAG and FEI SPORG Information

Hi Everyone.

I've finished collecting the information for the MLB, USAG and FEI sport organizations. Following are my reports:

### Major League Baseball

The Major League Baseball (MLB) organization directs the sport of baseball. It's divided into two leagues, the American and National Leagues, with a collective 30 teams located around the U.S.

The MLB is governed by the Bylaws of the United States Baseball Federation and its mission is directed by the executive leaders, which is led by the Commissioner of Baseball. All professional teams and players of the MLB league must adhere to the Official Baseball Rules, plus the 2022 amendments.

As one of the oldest sports organizations, the MLB operates to promote the sport of baseball, giving its fans an entertaining experience and ensuring diversity and inclusion within the organization.

### USA Gymnastics

USA Gymnastics (USAG) is a nonprofit organization that establishes the rules and policies governing the sport of gymnastics in the U.S.

The USAG oversees six gymnastics disciplines, which have their own set of rules and policies. The female-led executive leadership team and Board of Directors make strategic decisions and adhere to the organization's bylaws. Everyone working in the organization must uphold the USAG's core values and mission, including staff within each program.

The USAG includes over 200,000 athletes and oversees over 4,000 competitions through operating policies of the distinct gymnastics disciplines.

### International Equestrian Federation

The International Equestrian Federation (FEI) is a nonprofit that governs equestrian sports. Based in Switzerland, the FEI establishes the regulations and approves schedules for equestrian championships and FEI members throughout the world with a well-defined mission for the sport.

All equestrian divisions within the FEI report to the General Assembly, which in turn guides the overall direction and governance of the organization. The other committees and decision makers include:

- Executive Board.
- FEI Board.
- Tribunals.
- Standing Committees.
- FEI President.

Over 272,000 horses are currently in the FEI database with 60,000 or more enrolling every year with six individual divisions having its own set of equestrian rules.


**Table 1: Ethical Frameworks of the MLB, USAG and FEI**

<b>Table 1</b>	<i>Honesty and Integrity</i>	<i>Conflicts of Interest</i>	<i>Conflicts of Loyalty</i>	<i>Bribes vs. Gifts</i>	<i>Whistle- blowing</i>	<i>Social Respon- sibility</i>	<i>Wages and Benefits</i>	<i>Safety and Health</i>
<b>MLB</b>	✓					✓		
<b>USAG</b>	✓							✓
<b>FEI</b>	✓					Fair + ethical		athlete welfare






# Texas Baseball








## Facebook



**Engage Fans + Alumni Through Livestreams:**

- Ages 30-49: 77%
- Ages 50-64: 73%
- Women: 77%
- College Grads: 73%
- Men: 61%

## Instagram



**Share Players' Stories w/ Fans, Alumni, Donors, Recruit, Diversity:**

- Ages 18-29: 70%
- Ages 30-49: 48%
- Hispanic: 52%
- Black: 49%
- College Grad: 49%
- Over \$75K: 47%

## TikTok



**Share Content w/ Students, Recruit Athletes, Diversity:**

- Ages 18-29: 48%
- Hispanic: 31%
- Black: 30%

## Twitter



**Convey Breaking News to Students + Fans**

- Ages 18-29: 48%
- Ages 30-49: 27%
- College Grads: 33%

## YouTube




**Share Highlights w/ Students, Alumni, Donors, Diversity:**

- Ages 18-29: 95%
- Ages 30-49: 91%
- Ages 50-64: 83%
- Ages 65+: 49%
- Over \$75K: 34%
- Blacks: 29%



### References

Baseball. University of Texas Athletics. (n.d.). Retrieved July 1, 2022, from <https://texassports.com/sports/baseball>

Pew Research Center. (2021, April 7). Social Media Fact sheet. Pew Research Center: Internet, Science & Tech. Retrieved July 2, 2022, from <https://www.pewresearch.org/internet/fact-sheet/social-media/>





## Texas Longhorn Baseball 'Hook 'em for Heroes' Event






The UT Longhorn Baseball team can partner with TEXSAR to raise money for their search and rescue and canine training programs.

The Longhorns will host the "Hook 'em for Heroes" event where TEXSAR volunteers and trained K9s will be at the three-day home game sharing K9 rescue stories and photo ops with fans.

For every monetary donation fans make to TEXSAR, they get double the donation amount deducted from future Longhorn baseball tickets or merchandise. The Bevo mascot will livestream the event on Facebook for alumni and fans to participate from anywhere.

POSITIVES	NEGATIVES
<p><b>Strengths</b></p> <ol style="list-style-type: none"> <li>1. Is our advantage sustainable throughout the entire season?</li> <li>2. What is the team/athlete positively known for?</li> <li>3. How can we continue to bring in high profile clients?</li> <li>4. What are ways we're creating a positive experience for fans?</li> <li>5. Which programs incentivize student athletes to come to schools in our conference?</li> </ol>	<p><b>Weaknesses</b></p> <ol style="list-style-type: none"> <li>1. What part of the manufacturing process is the most inefficient?</li> <li>2. What expertise/knowledge of the industry do we lack?</li> <li>3. What are the major complaints we're hearing frequently from teams after the new regulation changes?</li> <li>4. How will a lack of financial flexibility affect talent acquisition during the 2022 free agency cycle?</li> <li>5. What are some ways, either mechanically or within the team strategy, we can improve to address race day reliability concerns and mechanical failures?</li> </ol>
<p><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>1. Do we have the resources to host large events?</li> <li>2. Where else are our global fan bases outside the U.S.?</li> <li>3. Is there an opportunity for the team to move to a higher conference?</li> <li>4. How can we increase production speed without removing the quality control?</li> <li>5. How can our seasonal motto promote more fan attendance?</li> </ol>	<p><b>Threats</b></p> <ol style="list-style-type: none"> <li>1. How will the various schools that join and/or leave the conference in the coming years impact the scheduling structure of the conference?</li> <li>2. How have social changes affected expectations and regulations the organization sets?</li> <li>3. What are our competitors doing to market to our customers?</li> <li>4. What are similar companies doing that we can do better?</li> <li>5. What social changes are occurring that could influence the agency and our product we present to others?</li> </ol>





# TEXAS

The University of Texas at Austin



#Hookem

[TexasSports.com/Football](https://TexasSports.com/Football)

## 2022-23 UNIVERSITY OF TEXAS LONGHORN FOOTBALL FACT SHEET

### MISSION STATEMENT

"The mission of Texas Athletics is to define what it means to be the world's best athletics program, instilling the passion, knowledge and character for all student-athletes to compete to win, to succeed academically, to achieve their dreams in life and to positively contribute to society."



# TEXAS LONGHORNS

ALL GAS. NO BRAKES.

AUSTIN, TX

### LONGHORN FOOTBALL RECORDS

#### ALL-TIME BOWL APPEARANCES

- 57 appearances, 31-24-2 all-time record

#### NATIONAL CHAMPIONSHIPS

- 1963: Southwest Conference Champions
- 1969: Southwest Conference Champions
- 1970: Southwest Conference Champions
- 2005: Big 12 Conference Champions

#### COLLEGE FOOTBALL HALL OF FAME

- 23 UT Texas Longhorns (and counting)

#### HOME GAME ATTENDANCE

- 2021: Average 91,939 per game at Darrell K. Royal - Texas Memorial Stadium in Austin, Texas

NCAA  
DIVISION I  
Division I  
Governance

INTERCOLLEGIATE  
ATHLETICS  
COUNCIL  
UT Policy  
Office

TEXAS  
ATHLETICS  
REVENUE  
Longhorn  
Network

FOOTBALL  
GAME  
TICKETS  
Mobile  
Headquarters

### 2022 LONGHORN COACHING

- Head Coach.....Steve Sarkisian
- Assistant HC/Special Teams.....Jeff Banks
- Co-Defensive Coord.....Jeff Choate
- Offensive Coord./Line.....Kyle Flood
- Defensive Coordinator.....Pete Kwiatkowski
- Running Backs.....Tashard Choice
- Defensive Line.....Bo Davis
- Safeties.....Blake Gideon
- Def. Passing Game Coord.....Terry Joseph
- Wide Receiver.....Brennan Marion
- Quarterbacks.....AJ Milwee
- Dir. of Football Performance.....Torre Becton

### TEXAS LONGHORN TRADITIONS

1. **Bevo** embodies Longhorn pride and Texas spirit. As a UT mascot, Bevo's appearances fund the Neighborhood Longhorns Program, UT scholarships and other UT philanthropic endeavors.
2. The University of Texas' official fight song is "**Texas Fight**" and it's played after Longhorn football touchdowns and extra points.
3. The world-renowned "**Hook 'Em, Horns**" is a symbol of Texas pride, created by cheerleader Harley Clark in 1955.
4. "**The Eyes of Texas**" is sung before and after all Texas Athletics events and other UT functions.
5. "**The Tower**" was built in 1937. It stands 30 stories tall on the UT campus and glows burnt orange for special occasions.

All images courtesy The University of Texas at Austin Athletics



BEVO





1. Austin American Statesman.
2. KXAN.
3. KVUE.
4. Fox 7 Austin.
5. CBS Austin.
6. Longhorn Network.
7. ESPN.
8. 247sports.com
9. Fox Sports.
10. Texas Lifestyle Magazine.



# DEMI LOVATO



Demi Lovato is a multi-talented musician, actress and activist who prefers the pronouns they/them.

Lovato was raised in Texas. Their Texas roots run even deeper as their mother was a Dallas Cowboys Cheerleader in the 1980s. Lovato has sold over 24 million records in the U.S. (2022) since starting their singing career in 2008. They acted in a number of children's TV shows, including "Camp Rock," "Camp Rock 2," "Sonny With a Chance," and "Barney & Friends," to name a few.

In support of their eighth studio album, "Holy Fvck," slated for release Aug. 19, Lovato kicks off their Holy Fvck Tour starting Aug. 13 (2022). One of the stops during the first leg of the tour is in Austin at the Frank Erwin Center with guest Jangkook.

According to their social media accounts, Lovato currently has:

- 138 million [Instagram followers](#).
- 33 million [Facebook followers](#).
- 17.8M [YouTube subscribers](#).
- 3.8 million [TikTok followers](#).

This qualitative data indicates Lovato is a great choice for partnering with for the event. Lovato's social media followings target the audiences the Longhorns are hoping to reach -- and vice versa. The live interactive concert experience will give fans of the Longhorns, Lovato and Jungkook an opportunity to donate to Austin Pets Alive to be a part of the show from their living rooms.





# JUNGKOOK

Jungkook is a South Korean singer and songwriter and member of the boy band BTS.

As a kid, he dreamt of becoming a badminton player, those dreams changed in 2011 when Jungkook auditioned for "Superstar K," a South Korean talent show. He became a trainee with the South Korean entertainment company Big Hit Entertainment. To help perfect his dance moves, he went to Los Angeles in 2012. Before graduating from high school, Jungkook received the President's Award -- the school's highest honor (2022).

Although finding success in the band, Jungkook has also released solo projects which have climbed the music charts on South Korea's Gaon Digital Chart (2022). Jungkook lists Justin Bieber, Justin Timberlake and Usher among his musical inspirations (2022).

In 2022, he was featured on the single "Left and Right" by American singer-songwriter Charlie Puth, which peaked at number 22 on the U.S. Billboard Hot 100. Jungkook is the opening act as a solo performer for Demi Lovato on her Holy Fvck Tour starting Aug. 13 (2022).

This is the data we've relied on in our decision to partner with him alongside Lovato (2022):

- Third most-loved celebrity in 2022 in South Korea.
- Most-searched male K-pop idol on Google in 2019.
- Most searched K-pop idol on YouTube in 2019 and 2020.
- Most retweeted tweet on Twitter in of 2019.
- The second most retweeted tweet of 2020.
- Most real-time viewers in V Live history in 2021.

Because of this quantitative data, Jungkook's influence can help continue the Longhorn's diversity and inclusivity initiative (which has been in effect since 2020) and further the Longhorn goal of growing the audience.

Ryan Tewes, the assistant communications director for U.T. has volunteered his staff to help with the logistics of planning the event.

Task	Assigned Person / Office
Run social media comparative audit prior to event	Orlan Elizarraraz - U.T. Social Media Coordinator
Create a content calendar	MCOM 5380 Agency
Write blog and social media posts	MCOM 5380 Agency
Collect season ticket holder names/addresses	U.T. Assistant Communications Director Staff
Arrange event schedule with Austin Pets Alive and set up donation portal	MCOM 5380 Agency
Arrange media schedule with Demi Lovato and Jungkook agents	MCOM 5380 Agency
Arrange event schedule with football team	U.T. Assistant Communications Director Staff
Coordinate social media posts with Austin Pets Alive, Demi Lovato and Jungkook agents	MCOM 5380 Agency
Coordinate media requests	MCOM 5380 Agency
Send out invitations to media	MCOM 5380 Agency
Write news release	MCOM 5380 Agency
Arrange for cooling stations	U.T. Assistant Communications Director Staff
Arrange catering (i.e. snacks, bottled water)	U.T. Assistant Communications Director Staff
Produce paid media ads	MCOM 5380 Agency / U.T. Assistant Communications Director Staff
Products commemorative event tickets	MCOM 5380 Agency
Arrange event staff (i.e. medical personnel, security)	U.T. Assistant Communications Director Staff
Arrange Bevo appearance	U.T. Assistant Communications Director Staff
Schedule photographer	U.T. Assistant Communications Director Staff
Coordinate with Longhorn Network for digital interactive capabilities	U.T. Assistant Communications Director Staff
Run social media comparative audit after event	Orlan Elizarraraz - U.T. Social Media Coordinator



Contact: Lisa Davis  
512-123-4567  
lisaann.davis@ttu.edu

## NEWS RELEASE

FOR IMMEDIATE RELEASE

June 26, 2022

### **WATFORD FC TO HOST ASD FAMILY NIGHT FOR A PRIVATE TOUR OF STATE-OF-THE-ART SENSORY ROOM — THE SNOEZELN HORNETS NEST**

WATFORD, Hertfordshire — To make football games an accessible experience for Autistic Spectrum Disorder (ASD) children and their families, The Watford Football Club will host a tour of its new sensory room, The Snoezelen Hornets Nest.

Beginning at 7 p.m. on Thursday, June 30, The Snoezelen Hornets Nest's doors will open to the state-of-the-art accessible viewing area at Watford FC's Vicarage Road Stadium.

Designed for children with ASD and Special Educational Needs who struggle in a noisy, bright football stadium, The Snoezelen Hornets Nest will give families an excellent view of Watford FC matches from a comfortable, calming environment away from the typical commotion of the stadium.

"The main aim is to ensure autistic children feel comfortable attending football matches with their families in the Sensory Room environment, with a view to transitioning into seating in the main stadium if they feel confident enough," says Scott Duxbury, Chairman and CEO of Watford FC.

— more —



In 2021, Watford FC partnered with Snoezelen, a leader in multisensory environments, to design the sensory room, enabling ASD families to participate in Watford FC games at no additional cost. The Snoezelen Hornets Nest's relaxing atmosphere reduces agitation and anxiety for a better matchday experience.

Snoezelen CEO Jane Roberts says, "The customizable nature of the room allows it to be used for a variety of mental health disorders. While best known as a tool for children with autism, the room can be used for people with developmental disabilities, young children, and those struggling with mental health issues such as anxiety or depression."

Exemplifying Watford FC's ongoing commitment to providing an environment free of discrimination, prejudice and equal access to all team supporters and community members, The Snoezelen Hornets Nest is the next step toward that goal.

Parents can visit The Snoezelen Hornets Nest by scheduling an appointment before match day to check its suitability. Upon the release of the 2022-23 season dates, bookings for the room will begin. Please email Lisa Davis at [lisaann.davis@ttu.edu](mailto:lisaann.davis@ttu.edu) to find out more.

For media credentials, press members should submit a media request three days before the event. All credentials will be emailed by June 29. More information is available through the Watford FC Media Kit. [#wfchornetsnest](#)

###

### **About Watford Football Club**

Watford Football Club is an English professional football club based in Watford, Hertfordshire. They play in the Premier League, the top tier of English football, and will compete in the EFL Championship in the 2022-23 season following their relegation.

### **About Snoezelen Multi-Sensory Environments**

The word "Snoezelen" combines two Dutch words that mean "to explore" and "to relax." Snoezelen Multi-Sensory Environments are relaxing spaces that reduce anxiety and encourage communication. Snoezelen rooms provide those with autism, or other cognitive abilities, a calmer, more structured environment.



TEXAS LONGHORN FOOTBALL

X

DEMI LOVATO

*You Are Cordially Invited to an Interactive  
Performance with Demi Lovato*

*The Frank Erwin Center, Aug. 19, 2022 at 7 p.m.*

For the First Time, Demi Will Give a Live  
Performance of Her New Studio Album "Holy  
Fvck."



08  
13  
22



## TEXAS LONGHORN FOOTBALL FAN EXPERIENCE

w/ Special Guests Demi Lovato & Jungkook





Win tickets for the Demi Lovato / Jungkook concert on Aug. 19, or watch the interactive experience from your living room for another look at your 2022 Longhorn Football team.

Donate to Austin Pets Alive during the show for a chance to be livestreamed on the big screen.

# SCHEDULE



8 AM	<b>First Longhorn practice begins at outdoor field. Austin Pets Alive tents open.</b>
9 AM	<b>Bevo arrives for photos with fans and pets.</b>
10 AM	<b>Morning practice session ends. Players available for meet and greet.</b>
10:30 AM	<b>Players available for meet and greet. Bevo departs field.</b>
12 PM	<b>Second Longhorn practice begins at indoor field.</b>
2 PM	<b>Afternoon practice session ends. Players available for second meet and greet.</b>
3:30 PM	<b>Event ends.</b>







# TEXAS LONGHORNS

ALL GAS. NO BRAKES.

## Texas Longhorn Football

x

## Demi Lovato

Get a First-hand Look at

# The 2022 Longhorn Football Team

Join the Longhorn Football Team, Sat. Aug. 13, 8 a.m.  
at Frank Denius Fields

+





Catch Demi Lovato + Jungkook Live, Fri. Aug. 19, 7 p.m.  
at Frank Erwin Center

Learn more [www.LonghornFanExperience.com](http://www.LonghornFanExperience.com)

**Open Practice**  
#longhornxlovato



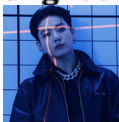



Mockup for social media  
ad: Facebook, Twitter,  
Instagram, YouTube,  
TikTok

- Facebook 
  - Take out a Facebook ad (like the one on the previous page) to run at maximum exposure times.
- Twitter 
  - Use the hashtag #longhornsxlovato for all posts.
- Instagram 
  - Host an Instagram Live post interviewing Austin Pets Alive and asking them questions about what their organization needs most right now (i.e. blankets, fosters, etc.).
- YouTube: 
  - Create a YouTube video to be posted on the YouTube channels of the Longhorn Football Team, Demi Lovato and Jungkook.
- TikTok: 
  - Create a TikTok video with a Longhorn player and Demi Lovato.

# Sample PESO Model Tactics

## PESO Model

PESO Model	Paid	Earned	Shared	Owned
<b>Longhorn Football Team</b> 	Billboard advertising event; Local TV ad	Network mentions during news broadcast	Partnership and co-branding with Demi Lovato	Social media posts; blog posts
<b>Demi Lovato</b> 	Facebook ad promoting event and new album	Radio hyping new album release; playing new songs	Event bringing in coverage for Longhorns and talent	Social media posts with fan comments
<b>Jungkook</b> 	Instagram ad promoting upcoming tour	Media hyping the Demi Lovato tour with Jungkook as opener	Fans sharing content and commenting on social media	Social media posts with tour update, including event
<b>Austin Pets Alive</b> 	-	Networks mention of community charity aspect of the event	Community event for Austin Pets Alive donation with Bevo picture	Social media posts promoting the Longhorn event

## Evaluation

Prior to the event, we'll measure the social media analytics to compare with after the event. We'll also continue to monitor ticket sales and fan sentiment following the event.also continue to monitor ticket sales and fan sentiment following the event.Longhorn Network.

## Conclude

Using an agile communication approach for this proposal, the Longhorns can create a change in fans' attitudes and thoughts without stressing that change, but instead creating engagement and higher sentiment toward the football team. This approach can let to future opportunities for the Longhorn football team to continue to grow fan engagement.



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