



Power Play PR Final Campaign

PredsU:
Create Your Legacy

MEJO 634.001

The Nashville Predators

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Group 2

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INTRODUCTION AND BACKGROUND

Group Bio Sheet

POWER PLAY PR





Sarah Padyk is a graduate student from western North Carolina working towards an M.A. in media and communication with a focus on strategic communication at the Hussman School of Journalism and Media. She is an environment and science communication dual degree student and graduated with a B.S. in environmental science from UNC-Chapel Hill in May. She is passionate about the environment and is especially interested in advocating for renewable energy development in rural America. In the past, Sarah has worked for The Nature Conservancy in North Carolina and UNC Institute for the Environment. After graduate school, she hopes to work in government or the private sector and positively impact how the public interacts with the clean energy industry.



Julia Aminzadeh is a senior in the Hussman School of Journalism and Media at UNC-Chapel Hill. She is from Annapolis, Maryland, and is studying advertising and public relations with a minor in general music. She is passionate about all things entertainment ranging from music festivals to sporting events. As a first-generation college student, she hopes to succeed in the entertainment industry as a public relations professional. Currently, she works with Beats Rhymes & Relief, a non-profit, as a social media intern for the upcoming 50th anniversary of Hip-Hop. Julia also has experience within the film industry as a post-production assistant, and she hopes she can channel what she learned from this opportunity into the sports world.



Nicole Anderson, from Wilmington, NC, is a graduate student working towards an M.A. in media and communications with a focus on strategic communication at the Hussman School of Journalism and Media. She is an environment and science communication dual degree student and graduated with a B.A. in interpersonal communications and environmental studies on the sustainability track from UNC-Chapel Hill. Her passion for the environment led to an internship with the North Carolina Coastal Reserve and National Estuarine Research Reserve. She worked as a research and stewardship intern, assisting with coastal management and community outreach efforts. Since 2021, Nicole has worked for a fortune 500 company in the Triangle as part of their North America marketing team. Throughout her time at UNC-CH, Nicole has gained experience in competitive intelligence, social media marketing, content creation and marketing, SEO, and brand management.



Nicole Zack is an undergraduate student at UNC-Chapel Hill studying advertising and public relations at the Hussman School of Journalism and Media. She has a minor in P.P.E. (philosophy, political science, and economics) in order to combine her passions for communications and politics. She devotes her time at Carolina to sharpening her skills in videography, graphic design, and web design. During her summers, she works full-time as a server at Nantucket Grill. Outside of the classroom, Nicole did photography for Victoria's Secret ambassadors, web design for UNC STEP, and videography for her sorority. With a passion for service, she aspires to work with non-profits and give back to her community through her work.



Florencia Loncan, from Cary, North Carolina, is a graduate student pursuing M.A. in media and communication with a focus on strategic communication at the Hussman School of Journalism and Media. As an Environment and Science Communication dual-degree student, Florencia graduated this past May with a B.A. in environmental studies with a concentration in ecology and society from UNC-Chapel Hill. Passionate about the intersectionality of effective communication and environmental awareness, Florencia aims to work in public relations to enhance the initiatives of environmental organizations that are already working to support the planet, reaching mainstream and underserved populations. Fascinated by the various applications of PR, Florencia has experience in social media management, event planning, brand building, research-based messaging, and media relations.



Jordan Barish is a senior from Cary, North Carolina in the Hussman School of Journalism and Media at UNC-Chapel Hill, majoring in advertising & public relations with minors in PPE (philosophy, politics and economics) and Spanish for the business profession. Through her time at UNC she has honed her writing and creativity skills and developed a passion for sports PR and marketing. She has past experience working for the Daily Tar Heel and is currently involved with the Campaigns Team at the student-run 1893 Brand Studio where she has gained experience in client relations, social media management and strategic planning. Jordan hopes to pursue a career in sports communication at the professional-league level following her graduation in the spring of 2023.

Brief Client Background

As the Nashville Predators' fanbase is aging, the franchise wants to increase engagement with Gen Z audiences. Our client tasked us with creating a campaign to increase Gen Z attendance at games while establishing lifelong fans among this age group. Power Play PR aims to connect a younger audience with the Predators through a creative, multifaceted, research-based campaign.

Target Groups

- **College Students in Nashville:** Research showed college students ages 18 to 22 are an ideal subset of Gen Z to target due to their physical proximity to one another and the Predators fanbase in Nashville.
- **Gen Z in Nashville:** The NHL recently reported a drop in game attendance in this age group, making this an important group to target with outreach efforts.
- **Broader Tennessee:** Reaching this market will spread general awareness about hockey and the community the Predators will foster with this campaign.

PROPOSED CAMPAIGN

Campaign Overview

Power Play PR presents our campaign, PredsU: Create Your Legacy, the rebranding and expansion of the Predators GoldenU program. This campaign will engage with 18 to 25-year-olds in the Nashville area in a university, community and digital setting. Through local influencers, student-tailored game nights and university partnerships with the Nashville Predators Foundation, PredsU invites a younger generation to join the Predators' legacy — on and off the ice. To view our PredsU campaign video, please [click here](#).

Guided by our research, PredsU combats Gen Z's three most significant barriers to purchasing tickets and attending live sporting events — game awareness, cost and accessibility — while also incorporating the younger generation's desire for corporate social responsibility. To address these themes, each component of our campaign falls under at least one of three pillars: (1) Influence, which uses influencers and the founding of PredsU to raise awareness and promote games, (2) Involve, which facilitates a philanthropic partnership with Gen Z and the Nashville Predators Foundation and (3) Ignite, which motivates Gen Z to purchase tickets by offering reduced prices and providing free transportation to certain games. With this campaign, we will continue the Predators' legacy among new generations.

Tactics/Activities

Preds Partners - Influence

Before creating lifelong fans, we must build buzz around the Predators. Our research revealed that survey and interview participants were generally unaware that their local NHL team offers college game nights. Research also showed that overall, Gen Z is hesitant about hockey. We created our first pillar, Influence, to target our demographic outside of universities.

It targets those who value experiences and may have more disposable income to attend Predators' games independently. To reach the individualized "you" of PredsU, we created Preds Partners, where the Predators can partner with influential people in and around Nashville.

Power Play PR suggests partnering with three influencers who create content on TikTok, as Gen Z is highly receptive to this platform's content. When selecting influencers, it is important to pick individuals with respective niche audiences to increase awareness among younger communities in Tennessee. We provided a full list of potential influencers in the appendix on page 16. The content created on TikTok and other social media platforms will depend on each influencer.

Some examples of content could include the following:

1. Female lifestyle vloggers can film a day in the life TikTok that ends with them attending a game or sharing their exclusive knowledge on things to do in Nashville with special giveaways. An example of this TikTok content is in our video and linked [here](#).
2. Food bloggers can rate the food at the Predators games, make a Predators-themed recipe or even partner with the vendors at the stadium for a special event.
3. Singer-songwriters can share their experiences attending a game and perform the national anthem or a song as part of an intermission.

As a part of Preds Partners, the selected individuals will receive welcome packages to spark ideas for branded content. These welcome packages will come with four lower-level tickets, a PredsU shirt and a Predators jersey. Each future influencer will create 10 posts spread across the season. We suggest this number of posts so that this content will organically integrate into each influencer's platform, creating hype around the Predators from preseason to postseason. Influencers will include #PredsU in the caption of each post. Each influencer will have two chances to give away two upper-level tickets to young Tennessee locals. To enter the giveaway, participants must be 18 to 25 in age, leave a comment on the giveaway posts and follow both the influencer and the Predators.

In addition to the welcome package, we suggest inviting influencers to events that the Predators and the Nashville Predators Foundation are already hosting, like media days, GnashVegas Casino Nights and more, providing additional spaces for connections and content creation. Preds Partners will allow the franchise to foster a sense of community, promote engagement online and increase awareness about the Predators.

PredsU Puck Drop - Influence & Involve

To kick off PredsU, we developed the Puck Drop event. With university permission, this outreach event will occur at each targeted university to recruit new member signups and fill each chapter's available leadership positions. Those attending the event will include Nashville Predators Foundation members who will facilitate the PredsU program, Gnash the mascot and one or two players willing to play air hockey against university students. Students can share content with #PredsU and tag the Predators on social platforms for a chance to be featured on the

Predators' social media. This event will create a lively atmosphere through exciting music, friendly competition against Predators players and light swag giveaways.

The Nashville Predators Foundation can coordinate with university contacts found in our full contacts list in the appendix on page 21. Each university should host its PredsU Puck Drop event by the second week of September. Power Play PR chose this time period because each university will have started the fall semester, and students are searching for new clubs. Logistically, the Nashville Predators Foundation will need to bring a table to set up the booth in a high-traffic area on campus, a speaker to play music, a portable air hockey table and an attention-grabbing sign. You can find a mockup for both the sign and the flyer in the appendix on page 24. Organizational leaders can print out the QR code to the PredsU Leadership Application we have provided in the appendix on page 25, so interested students can easily apply.

If students win in air hockey or sign up, they will receive swag items. Items Power Play PR has in mind are koozies, stickers and a PredsU shirt if they become members. Mockup designs for each item are in the appendix on page 28. Our budget has allotted for each school to have 50 shirts, 200 koozies and 200 stickers to give away during PredsU Puck Drop. Further cost breakdowns are in the budget section of the report.

PredsUProvides - Involve

After establishing PredsU, our next tactic focuses on showcasing the PredsU chapters to the public with an event centered around hands-on volunteering. Our research showed that Gen Z is much more willing to be invested in a franchise that exhibits strong values and acts on them. Bringing these young people into the organization to volunteer is a transparent and exciting way to prove that the Predators are genuinely involved in the community. PredsUProvides builds on the fact that Gen Z tends to value tangible experiences. Although the event can be altered to any charity of your choosing, our team thinks [Rise Against Hunger](#) is a great charity to consider.

Rise Against Hunger focuses on alleviating the hunger crisis globally. The nonprofit has local offices around the United States. It is an expert at partnering with businesses and groups of people to help them host exciting [meal packaging events](#) that benefit people worldwide. Rise Against Hunger helps plan the entire event and provides all materials needed. The organization focuses on creating an upbeat, team-building environment.

For this event, all three PredsU chapters would come together in the Bridgestone Arena early in the day on the weekend to ensure that this event doesn't conflict with any concerts or games occurring in the evening. During this event, PredsU members will receive PredsU shirts to wear for following volunteer events and at games. New PredsU members will package meals alongside participating staff and any players interested in joining. This event will be lively and a great opportunity to showcase these chapters to the public. Preds Partners will attend to create content and participate in the event, along with members of the media list found in the appendix on page 22. PredsUProvides will invigorate those involved with the chapter to continue participating in future events, and the event will be an exciting way to give back while generating earned media.

PredsU On Campus - Involve

To keep students involved throughout the semester and year, this tactic focuses on ongoing drives and volunteer events on campus. On-campus events are a good option for students to create an impact while reducing the accessibility barriers our research found that college students face. This series of volunteer events will follow the featured charities schedule that the Nashville Predators Foundation has organized to align with games. Each chapter can do an on-campus drive for the items each charity requests. PredsU student leaders can organize the logistics of each drive on their campuses and advertise it on the platforms each campus uses to disseminate information. Then, student leaders and other participating members can help the charity with logistical needs, including assisting with picking up items donated at the stadium.

This tactic utilizes students' knowledge of their campuses while benefiting each featured charity. Research showed that while college students' access to transportation can be limited, students also consistently need volunteer opportunities. The tactic targets both of these aspects to generate consistent involvement that benefits local communities, charities and the Predators by increasing the number of drive items donated while raising awareness about the team's philanthropic efforts.

PredsU Social Media Launch- Involve & Influence

To create a unified image for students and surrounding communities, PredsU must have an online brand. As current college and graduate students, our team recognizes that social media platforms for the average college student can become crowded with multiple club and organization accounts that underutilize their platform. This tactic alleviates the problem by creating one cohesive Instagram and Facebook account for all three PredsU chapters.

One campus chapter's leadership team will physically create the accounts and share passwords and a content schedule with leadership members from the other two chapters. This will create one PredsU account that showcases drives and campus events from multiple lenses. Our research showed that Instagram is where many college students look for sports content. Facebook is also effective for event planning and information distribution. Having one PredsU account on each platform also allows other Predators accounts, including the Nashville Predators Foundation and the team account, to interact with posts. These interactions and combined followings from each campus will create an active account that will be shared widely and influence other students to join in on PredsU volunteer efforts. Sample Instagram posts are in the appendix on page 26.

College Night Student Package - Ignite

Our next tactic addresses what our research showed to be the biggest barriers stopping college students from attending live sporting events: cost and accessibility. Students enrolled at one of the three pilot universities can purchase a College Night Student Package. The package includes a \$30 student ticket, the co-branded hat currently offered on existing College Nights and an optional free shuttle to and from the Bridgestone Arena to their respective universities. To

avoid ticket scalping, students must verify their enrollment by entering a valid “.edu” email when they purchase their tickets. Students will receive shuttle information in their purchase confirmation email, including pickup and drop-off locations and times. Additionally, students using the free shuttle service must present their student ID and ticket before boarding. These efforts will prevent non-students or individuals without tickets from entering the shuttle.

With this tactic, we will assist in mitigating the cost barrier by lowering ticket prices and addressing transportation barriers that inhibit students without their own vehicles from attending live games. This package would expand on the Predators existing College Nights, which are currently marketed toward alumni, and emphasize the team’s appreciation for fans that are current students at local Nashville universities. If this package is successful with our three pilot programs, this tactic can expand to Tennessee universities outside of the immediate Nashville area.

PredsU Perks - Involve & Ignite

Additionally, to target those engaged with the Nashville Predators Foundation, we would like to show appreciation for the impact PredsU chapter members made throughout the season. PredsU chapter members who attended or contributed to events over the course of the Fall semester will be offered the College Night Student Package at no cost. Each PredsU chapter president is responsible for keeping track of its active members and sending that list to a Nashville Predators liaison. Students will have to claim their tickets a week before their College Night. The university’s PredsU chapter will be recognized at an intermission on the ice on each respective College Night. During the intermission, the PredsU logo will be projected on the jumbotron and other visual panels while chapters are recognized. In our research, interviewees revealed that the desire to feel surrounded by a like-minded community led them to participate in and attend live sporting events. By recognizing university chapters, PredsU Perks brings students together from the same university who share a passion for the Predators. Additionally, these students will receive 10% off on tickets for the rest of the regular season, motivating active participation within the group and incentivizing other students from their universities to join their respective chapters.

These perks will foster a sense of exclusivity for PredsU chapter members. One of the largest factors that enticed our focus group participants to purchase tickets to their local NHL team was if it offered them experiences they could use to show off to their friends. By being recognized on the ice and receiving discounted tickets for the regular season, PredsU members will experience being Predators fans far differently than their peers. Finally, to incite some friendly competition, the university chapter with the highest volunteer impact over the first semester will receive the Predators Legacy Award at their intermission feature. To measure impact, the executive teams of each university will keep track of their chapter’s volunteer hours, attendance at meetings and drive donations. A mockup of the Predators Legacy Award is in the appendix on page 28.

Communications Strategy/Plan

To reach young people in the Nashville area who have the potential to get involved with the Predators, our communications plan focuses heavily on the central Nashville area. Although many opportunities exist to extend the Predators' reach to audiences beyond Middle Tennessee, we recognize that the Predators' franchise deeply values fostering a local fan base. Since our goal is to increase Gen Z's engagement with the team through involvement and game attendance, our communications plan focuses on strategically harnessing local media and capturing attention through in-person outreach events.

For the PredsU: Create Your Legacy campaign's digital and social media component, influencers' contact information is on each respective website, linked at the bottom of their portfolio sheets. Once partnering with each influencer, their primary platform for content creation should be TikTok, as this platform resonated with Gen Z during our research. Participants in Power Play PR's survey, focus groups and interviews shared that social media was one of the primary forms for sports and news updates. Bringing entertaining content on TikTok that also sparks sports conversations around the Predators is a primary goal.

PredsU's Instagram and Facebook accounts are vital to disseminate information across each campus. Instagram is perfect for shareability and visuals. It will be a great platform for PredsU members to repost content and develop a visual representation of the new community the Predators will create through PredsU. Facebook is a great platform for sharing events and can track interest in events and shared media. These accounts can be easily shared among the Predators' NHL account and the Nashville Predators Foundation to continue a consistent brand and recognition among the three accounts. When people see normal individuals, specifically younger generations, supporting and building the legacy of the Predators in local communities, audiences will create positive associations with the team.

Additional digital content will include creating a PredsU landing page on the Nashville Predators Foundation website. This landing page will house updates on PredsU, a calendar for upcoming drives and events, a sign-up sheet for new members and any additional content chapter leaders might suggest in the future. This page should be a one-stop shop supporting the PredsU social media accounts, keeping a consistent brand and voice for PredsU and community members. The Nashville Predators Foundation should also post an article under the news section of its website to link to the new PredsU page and announce the launch of PredsU. This will ensure that broader community members and current fans know about the new extension of its philanthropic efforts at universities.

Our team chose in-person outreach events as a core focus in the communications plan and broader campaign because face-to-face events promote stronger connections. The in-person aspect is the best way to reach campus communities while creating a buzz that can extend beyond the physical space and time. Events on campus can be posted and documented through online content building a community that extends from campuses into an online community, tying back into the PredsU social media accounts. Events like the Puck Drop and campus events

will allow the Nashville Predators Foundation to generate earned and shared media between owned accounts and the student population's online presence.

When planning the Puck Drop event, management can use the contact list in the appendix for logistics to set up an event on each campus. Large newsworthy events like Puck Drop and PredsU provides create the perfect setting for earned media. PredsU and the Nashville Predators Foundation members can use the sample press release and media list in the appendix to pitch coverage to local media outlets. Following COVID-19, our research showed that young people are becoming interested in in-person events much faster than other generations. These events will allow those searching for in-person experiences to build upon Nashville's reputation for entertainment, all while tying in the community.

We wanted to keep the media coverage local to create involvement and awareness among community members. Our media list includes a mix of online, campus and broadcast media to bring together all corners of Tennessee. As PredsU continues to grow, the media list can grow to include broader coverage. For this campaign, we wanted media efforts to concentrate on those who could actively take part and see the impact of the PredsU legacy.

This communication strategy will be effective as it addresses all four aspects of the PESO model through a local media approach. The campaign will address local appeal from a multi-platform angle, considering the need for a broader reach into the community, particularly among Gen Z. There is room for the communications plan to reach tertiary publics, including older fans. The legacy of the Predators will continue to grow as this strategy will inspire future fans and create a lasting impact on the community, furthering the current brand of the NHL team.

TIMESCALE, RESOURCES & EVALUATION

Timescales

The PredsU Campaign will last for the entirety of the 2023-2024 NHL season, starting in mid-August with the announcement of the Preds Partners and continuing through the end of the regular season in mid-April. The campaign's first month will focus on recruiting members for the PredsU chapters with the Puck Drop events at the three pilot universities — Belmont University, Tennessee State University and Vanderbilt University. Three weeks before the first Puck Drop event, the press release, found on page 27, should be sent to media contacts. September will also be when the PredsU provides event is hosted at the Bridgestone Arena, and the first PredsU drives will take place to support the charity night at the end of the month.

Starting in September and continuing through the end of the season, the PredsU chapters will hold ongoing drives for the featured Nashville Predators Foundation charities. The individual chapters can determine the exact timing according to member availability. Regarding the charity nights, there are two in January, one in February, one in March and the final in early April. PredsU chapters will bring their collected goods and offer volunteer help. Vanderbilt University will have its College Game Night in January, with the PredsU chapter being recognized at intermission. The Tennessee State University PredsU chapter will receive similar

recognition at its College Game Night in February. Finally, Belmont University will receive recognition during its respective College Game Night in April.

At least once a month, the Preds Partners will be required to make a post promoting the Nashville Predators and the PredsU initiatives, producing ten posts in total. This timescale is based on the current (2022-2023) Charity Night and College Game Night schedules but can be modified based on the to-be-determined dates for the 2023-2024 season. Please refer to page 29 in the appendix for a week-by-week timeline of the PredsU Campaign.

Budget

Our budget details the execution cost of each pillar of the campaign: Influence, Involve and Ignite.

The total of the Influence pillar is \$22,858.40. Under this pillar, the cost associated with the Preds Partners is \$20,322.91. This number reflects the cost for influencers, their welcome packages, and tickets to give away. This cost estimates the price per post of micro and nano influencers, with each influencer making 10 posts. The welcome package cost includes an individualized Predators jersey, a PredsU shirt and four tickets to any regular season game. Each influencer will also give away four tickets, accounting for 12 tickets. The rest of the Influence budget is going toward the Puck Drop event at each pilot university. The expenses associated with Puck Drop are for PredsU gear, a portable air hockey table and posters highlighting the event.

The total of the Involve pillar is \$1,657.20. The biggest individual expense under this pillar is \$897.00 — the production of 150 PredsU shirts to have on hand at the PredsU Provides event and as the chapters recruit more members on campus. Since the students involved in PredsU are the primary leaders of this pillar, the other expenses are collection bins, tables and university-specific posters for the on-campus drives.

The total of the Ignite pillar is \$44,760.51. The main expense under this pillar is the College Game Night Package price drop for non-PredsU students available at College Game Nights. We estimated this cost by taking the price of an upper-level ticket (about \$69) and subtracting the new price of \$30. Another Ignite expense comes from PredsU Perks offering the College Game Night Package to PredsU members at no cost. Other expenses include the two motor coaches per school for traveling from campuses to the Bridgestone Arena on College Game Nights, the 200 PredsU shirts available for purchase at the arena, the 10% student discount throughout the season and the Legacy Award gifted to the chapter that had the highest volunteer impact.

INFLUENCE: \$22,858.40	INVOLVE: \$1,657.20	IGNITE: \$44,760.51
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In total, we estimate the budget to be \$69,276.11. For a complete breakdown of the budget, an Excel sheet is attached in the appendix on page 31 with adjustable values should there be changes in demand.

Evaluation

The PredsU campaign will use quantitative and qualitative data to measure success. Our campaign aims to increase Gen Z attendance and ticket sales while developing a younger audience. We will measure success through engagement on social media, event attendance and membership sign-up, among other factors. Evaluation of the campaign should take place after the 2023-2024 NHL season.

Power Play PR's campaign has a few goals that are not media related but are still essential to measure the campaign's overall success. For non-media-related success, the Predators should evaluate the total number of PredsU members, retention rate, number of leadership applications, college night attendance and turnout rates at volunteer events. Our goals include:

- 80% student retention rate from sign-ups to the end of the season
- 120 PredsU members between the three campuses
- 30 leadership applications
- 80% turnout rate at community events

Not only does our team want to make sure PredsU is a smash hit, we want to make sure we engage not just college students, but the broader Nashville and Tennessee areas as well. To further evaluate PredsU, our team considered the PESO model.

Paid Media Evaluation

Our paid media section includes our Preds Partners, which will create sponsored content for the Predators over the next NHL season. We measured the engagement on the paid content influencers will release on TikTok. To optimize future partnerships with influencers, we suggest the following metrics as a baseline to evaluate successful paid media.

- Receive 200,000+ likes on TikTok
- Over 500,000 total views across all videos
- 5,000+ ticket giveaway entries

Earned Media Evaluation

Our earned media section includes a variety of our tactics. We plan to evaluate the PredsUProvides event, the Puck Drop event and the Legacy Award using the following metrics as a baseline:

- 2 shout-outs from @NHL social media accounts
- 5 news stories from reputable news sources referencing PredsU
- 5 campus and local news stories covering the Puck Drop event and PredsUProvides
- A local news story about the Legacy Award

Shared Media Evaluation

Shared media will include engagement from partnered organizations and user-generated content created throughout the season. Our goals for shared media include:

- 200+ account tags for @predsnhl and @predsu
- 300+ posts using #PredsU
- 10 posts from service organizations that partner with PredsU
- Rise Against Hunger posting about PredsUProvides on Twitter

Owned Media Evaluation

The owned media in this campaign will consist of the PredsU Instagram and Facebook, as well as posts and engagement on the Nashville Predators Foundation website.

- PredsU Instagram: 300+ followers after the Puck Drop event, 1000+ by the end of the season
- 500 followers on the PredsU Facebook page by the end of the season
- Maintain a bounce rate of under 50% and an average browsing time of at least one minute for PredsU information on the Nashville Predators Foundation website

CAMPAIGN SUMMARY

Power Play PR is incredibly proud of our effort to reach Gen Z through a multi-faceted campaign. Although our target audience is college students, our team also believes this campaign reaches young professionals while increasing general hockey awareness in Tennessee. Though there are barriers students face when going to professional sporting events, the PredsU campaign will make becoming a fan more accessible and manageable. Power Play PR hopes that by focusing on the three pillars, Influence, Involve and Ignite, the Predators will continue to develop an unmatched fanbase and atmosphere.

Power Play PR is incredibly excited about the PredsUProvides event in the Involve section of our campaign. Our research showed that college students are more likely to invest in a team that demonstrates corporate responsibility. We appreciate the core values that the Nashville Predators Foundation has established with its emphasis on giving back to the community. Our initiative to involve college students in community service events aligns with the Nashville Predators' existing efforts and will make it easier to build a closer connection with Gen Z. With one major event to kick off the series of volunteer events, PredsUProvides will allow Gen Z to connect with not only players and the community at large, but also students from other PredsU chapters. Power Play PR looks forward to seeing which chapter completes the most service hours to win the Legacy Award and what creative media stories arise from these events. We think this tactic will convert many volunteers into life-long fans by tapping into Gen Z's passion for hands-on volunteering.

Our team is also proud to tackle barriers preventing young people from attending games by introducing the College Night Student Package. As college students ourselves, we have personally experienced the difficulties associated with ticket costs and transportation. We think

this tactic will be successful because it targets college students directly, expanding how the Predators currently target alumni. By making the College Game Night package as accessible as possible, we hope to corral a diverse group of college students who are excited to cheer on the Predators. By investing in these students now, the franchise ensures a lifelong legacy for fans.

Through the creation of this campaign, we worked to incorporate diversity, equity and inclusion across all tactics. The selection of influencers and the communities served by the Nashville Predators Foundation should encompass all genders, races and ethnicities. When selecting the universities, Power Play PR wanted to ensure a diverse representation of PredsU and therefore suggested partnering with Tennessee State University, an HBCU. It is important to make sure that the creation of PredsU is a welcoming and inclusive environment that will not tolerate any form of inequity. We know similar outreach efforts are working for other franchises in the area, with the Tennessee Titans expanding its [partnership](#) with Tennessee State University last month. These expansions are exciting, and Power Play PR believes that our campaign advances vital efforts to invite potential fans from all backgrounds to become a part of Smashville.

Our team learned a lot about finding and developing a new, younger fanbase throughout the semester. By completing our own research, connecting with our client through team meetings and participating in guest lectures, our team feels confident in our PredsU campaign proposal. We had a lot of fun getting to know each other while designing this campaign. We had many late-night meetings and shared lots of laughs. One of our team members, Nicole Zack, mentioned, "I loved working on this campaign because I'm a big fan of hockey myself. Plus, our team worked so well together!" Our varying skill sets and diverse backgrounds allowed us to each make meaningful contributions to this campaign that we are all proud of. By creating a chapter that Gen Z can be involved in, providing accessibility, participating in community service and leveraging social media, we believe that the PredsU campaign has the power to attract a younger audience in new and innovative ways. We appreciate this opportunity and are grateful for your consideration of PredsU: Create Your Legacy.

APPENDIX

Executive Summary - From Research Report (10.07.2022)

The Nashville Predators, a team in the National Hockey League (NHL), have recognized that its current fanbase is aging, and it must attract a younger demographic to sustain the longevity of its team. Connecting with Gen Z is an avenue that the Predators could take to grow awareness and have long-lasting support. Our group decided to target college-aged students because this sample could provide insights into Gen Z. We wanted to investigate the power of social media, the effects of the gameday atmosphere and the factors that influence Gen Z to attend games and engage with teams.

Our team conducted a survey, a focus group, and 15 interviews to gather data. The survey was distributed through text, GroupMe and social media stories, accumulating 338 responses. The focus group consisted of seven UNC students. From the input gathered in the focus group and survey, our group decided to investigate what Gen Z values and looks forward to in a sports franchise, as well as the game-day experience and atmosphere. The students interviewed were majority male and general sports fans.

Key Findings:

1. The atmosphere of a game is just as, or even more important than, the game itself.
2. Many members of Gen Z become fans of sports teams when they have a memorable first-time experience or family ties with a team.
3. Convenience is a significant factor when deciding to attend live sporting events.
4. Gen Z turns to social media for updates, highlights and entertaining content of players and teams.
5. Authenticity and community involvement are vital traits that Gen Z values in a sports franchise.

Our team plans to focus on how the Predators can utilize social media platforms such as Instagram, Twitter and especially TikTok to engage with a younger audience. Our research suggests that members of Gen Z frequently use social media to consume sports-related content. Our team is interested in the use of TikTok, though not the primary platform for sports consumption currently, because of its growing popularity and usage by Gen Z. Our team will further investigate methods to create the perfect game-day experience for a younger audience. Many of our participants valued the atmosphere at the stadium or arena. Because our research shows that convenience is a deciding factor in whether fans will attend a live game, we will incorporate ways to make game-day experiences more accessible and convenient for younger fans. Lastly, our group hopes to develop strategies for the Predators related to community involvement with Gen Z, emphasizing the aspect of authenticity.

Influencer List

The editable version of the influencer list can be accessed [here](#).

POTENTIAL PREDs PARTNERS





Carlyle Thornton

FASHION | LIFESTYLE | BLOGGER

98.1K

Highest TikTok views

60.8K

Instagram followers

@CARLYLETHORNTON

BIO

This Bama girl has relocated to Nashville, TN and has used her platform to showcase her fashion and lifestyle, all while adopting the tradition of going to Preds games now that she calls Nashville home.

Partnering with Carlyle could cater to young women who might not think of a Preds game as having something to do with the girls. She could bring excitement to the games with her fun style and fringy cowgirl flare as she showcases all that TN has to offer in her lifestyle and outfit idea content.

SAMPLE CONTENT



1,244 likes

carlylethornton call me sporty spice 🍷 went to my first ever hockey game last night & I was living 🍷 this girl is officially a @predsnhl fan! #gosports



1,043 likes

carlylethornton welcome to nash @lilplab 🍷 kickin' off the weekend with my girls at the most fun event #lilplab



1,156 likes

carlylethornton 4 outfit ideas for nashville 🍷 which



carlylethornton 4:29

First week living in Nashville recap 🍷 #newcity #nashville #tennessee 🍷 (for's Version) - Taylor Swift

www.carlylethornton.com

POTENTIAL PREDs PARTNERS



Phillip Fryman

FOOD PHOTOGRAPHER | BLOGGER | CONTENT CREATOR

235.8K

Highest TikTok views

45.9K

Instagram followers

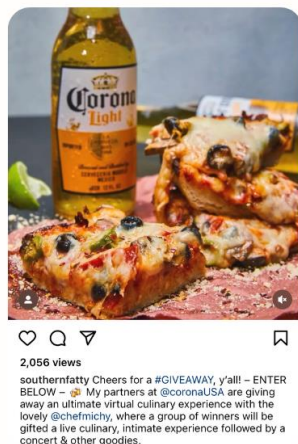
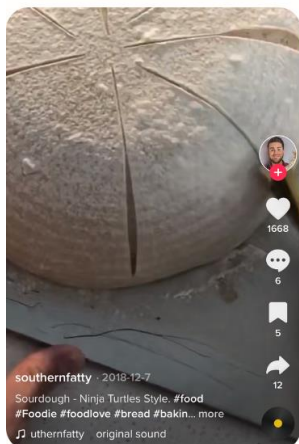
@SOUTHERNFATTY

BIO

Based in Nashville, TN, Phillip Fryman, or Southern Fatty, is a food photographer that has worked with well-known brands like Food Network, BuzzFeed, and Better Homes and Gardens. He also runs a blog and creates social media content providing food recipes and seasonal dishes.

Among his hobbies, the Preds hockey was listed as something he enjoys. Partnering with Fryman could bring more niche communities (foodies in particular) to the Predator's games by creating a collaborative series about the food fueling the game.

SAMPLE CONTENT



www.southernfatty.com

POTENTIAL PREDS PARTNERS



Legacy

FOODIE | LIFESTYLE | BLOGGER | TECH

177.0K

Highest TikTok views

2,558

Instagram followers

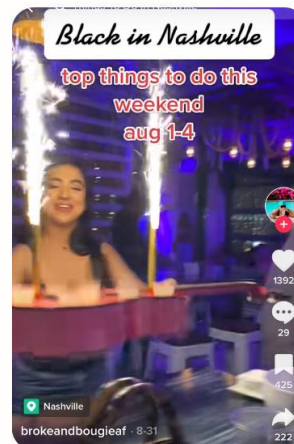
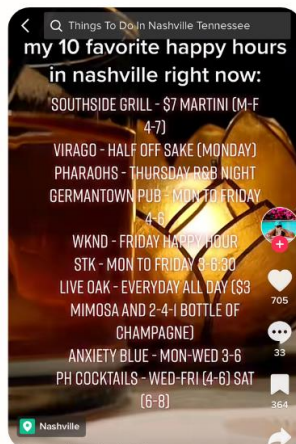
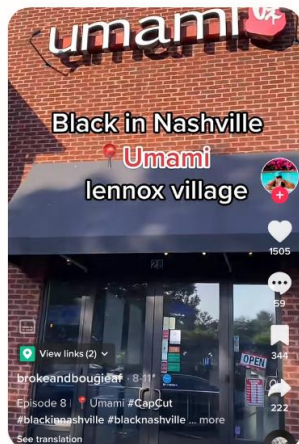
@**BROKEANDBOUGIEAF**

BIO

Based in TN, Legacy stands at the intersection of lifestyle, travel and tech. Her focus on *Black in Nashville*, a part of her TikTok and website, allows her to showcase businesses and places that advocate and support diversity in Tennessee.

Partnering with Legacy could align with her current content that shows her exclusive access and knowledge of upcoming events in the TN areas. Having her promote theme nights for the Preds could be another great way to spread the word about Preds games to those not directly in Nashville.

SAMPLE CONTENT



brokeandbougieaf.com

POTENTIAL PREDs PARTNERS



ALEXA GOLDIE

SINGER | SONGWRITER | CONTENT CREATOR

130.4K

Highest TikTok views

16.3K

Instagram followers

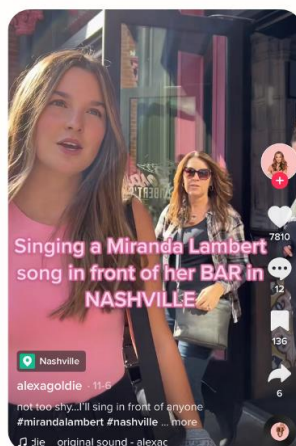
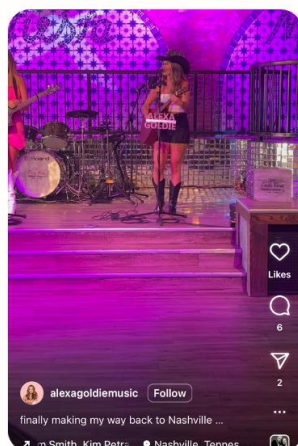
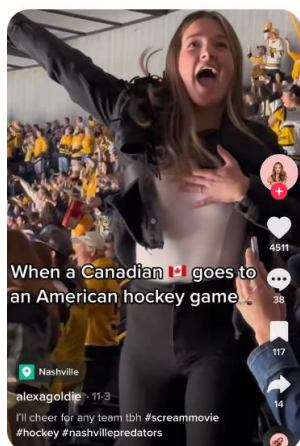
@ALEXAGOLDIE &
@ALEXAGOLDIEMUSIC

BIO

Alexa Goldie shares her story of moving from Canada to Nashville, TN. Her platform takes viewers around the Nashville area as she explores her new home. She even gives the insider look as a Canadian watching US hockey and shares her love for music with her followers.

Partnering with Alexa, a hockey and country girl at heart, could allow audiences to grow with her as she lives her singer/songwriter dream in TN. As she builds her legacy, the Preds could have behind the scene content and have her sing the national anthem at the game, much like they did with Breland.

SAMPLE CONTENT



www.alexagoldie.com

POTENTIAL PREDS PARTNERS



Joey and Steven

YOUTUBERS | COMEDY | CONTENT CREATOR

50.0M

Highest TikTok views

354K

Instagram followers

@AREYOUKIDDINGTV &

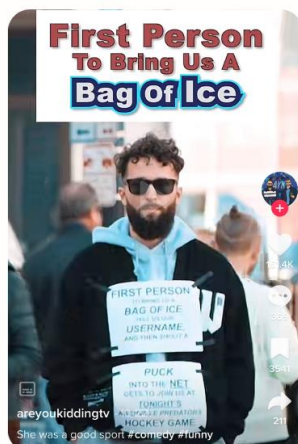
@AREYOUKIDDINGTV_

BIO

Joey and Steven, comedy content creators, have created a media presence that captivates and gives back to their audiences through unconventional giveaways. The added comedy spans from random public locations, their alma mater and even at some TN universities.

Their TikTok giving away Preds hockey tickets and fan gear could be the start of their partnership with the Predators. Part of their legacy could bring joy to those around the TN area, both on and off campuses.

SAMPLE CONTENT



<https://www.cameo.com/areyoukiddingtv>

Contact List

University	Department	Website	Contact Name	Contact Title	Email	Phone	Notes
Belmont	Belmont University Event Services	https://www.belmont.edu/event-services/index.html	-	-	eventservices@belmont.edu	615-460-8500	
Belmont	Belmont University Scheduling	https://www.belmont.edu/scheduling/request/external.html	-	-	scheduling@belmont.edu	615-460-5652	Schedule for fall opens in mid-March. All requests must be submitted at least 10 business days in advance. Event Request form is on website.
Belmont	Belmont University Scheduling	https://www.belmont.edu/scheduling/team.html	Sally Dodd	Director of University Scheduling	sally.dodd@belmont.edu	615-460-6786	
Belmont	Belmont University Scheduling	""	Kendra Gene Motycka	University Scheduling Coordinator	kendra.motycka@belmont.edu	615-460-5652	
Belmont	Belmont University Scheduling	""	Rebecca Dean	University Scheduling Coordinator	rebecca.dean@belmont.edu	615-460-8017	
Tennessee State	Events Management	https://www.tnstate.edu/events/contact.aspx#	-	-	emanagement@tnstate.edu	615-963-5797	
Tennessee State	Events Management	""	Felina Freeman	Director	ffreeman1@tnstate.edu	615-963-1570	
Tennessee State	Events Management	""	Cierra Fleming	Coordinator	cflemin6@tnstate.edu	615-963-5721	
Vanderbilt	Meet at Vanderbilt	https://www.vanderbilt.edu/meet/vanderbilt/meetings/	-	-	meet@vanderbilt.edu	615-322-2448	Specifically for non profit events

Media List

Outlet	Name	Title	Email	Additional Contact Information	Relevant Connection to the Predators or PredsU Campaign
The Tennessean	Anika Exum	Youth & Education Reporter	aexum@tennessean.com	Twitter: @aniexum	Vanderbilt & Clinton Global Initiative University program
The Tennessean	Paul Skribna	Nashville Predators/NHL Reporter	pskrbina@tennessean.com	N/A	Predators owner on the franchise
Axios Nashville	Maxwell Millington	Reporter	emailmaxwell.millington@axios.com	N/A	Nashville Volunteer Guide
The Sports Credential	Steve Boero	Staff Writer and Editor	steven.boero@sportsc credential.com	https://www.linkedin.com/in/steven-boero-9939b014b/	Hockey Fights Cancer night
The Vanderbilt Hustler	Aditi Lele	News Editor	aaditi.m.lele@vanderbilt.edu	Twitter: @AaditiLele	VSG Hurricane Ida donation drive
Belmont Vision	David Pang	Managing Editor	david.pang@bruins.belmont.edu	Instagram: @DPangDaily	Belmont launches Swipe Out Hunger Initiative
Tennessee State Newsroom	Emmanuel Freeman	Public Information Officer/Media Relations Employee	efreema1@tnstate.edu	(615)- 963-5317	https://tnstatenewsroom.com/archives/author/freeman5317
Fox17 WZTV Nashville	Kaitlin Miller	Reporter	karmiller@sbgvtv.com	General Email for Press Releases: news@fox17.com	Predators host 12th annual Golf Classic

The Tennessean

- The Tennessean is a local newspaper that is an off-shoot of USA Today and serves the Nashville and greater middle-Tennessee area. For this paper, our team selected two potential reporters depending on how the Predators wish to angle its story and press release about PredsU. One reporter, Anika Exum, reports on local youth and education and has covered newsworthy organizations on local campuses. Paul Skribna reports on the NHL and the Nashville Predators for The Tennessean, following the franchise from a sports angle.

Axios Nashville

- Axios Nashville covers local news in the Nashville area, and the news outlet often covers topics and events surrounding volunteering and education. This would be a good outlet to pitch the PredsU Puck Drop event or the PredsUProvides event. To cover this, our team selected Maxwell Millington, who recently wrote about different ways to volunteer locally in Nashville.

The Sports Credential

- The Sports Credential is a Nashville sports industry trade publication. The organization has followed the Predators closely and has written many articles about the team and its efforts in and out of the rink. We selected Steve Boero as a potential reporter, who recently wrote an article about the Nashville Predators Foundation's Hockey Fights Cancer Night. Boero also went to Belmont University and may have a special interest in covering the PredsU Belmont chapter.

The Vanderbilt Hustler

- The Vanderbilt Hustler is Vanderbilt's student newspaper. The newspaper consistently covers any newsworthy event on campus and in the area, including a news section for student organizations. To ensure that the student reporter would still be in school in 2023 to align with the projected time scale, our team selected Aditi Lele, the current news editor of the paper. Lele has covered similar donation and volunteer drive events that mirror what would occur on campus with PredsU.

Belmont Vision

- The Belmont Vision is the student news outlet for Belmont University. Belmont Vision has covered very similar events to the Puck Drop event that would occur, including one recent campus event that partnered with a nonprofit. David Pang, the current managing editor of Belmont Vision, was selected to pitch this story to, as he will still be a student in 2023 and is a senior member of the student staff.

Tennessee State University Newsroom

- This newsroom is a central point for updates about Tennessee State University's campus. The site's articles often mention partnerships between outside organizations and the University. For this outlet, Emmanuel Freeman is the best person to contact for media coverage about any events involving Tennessee State University students. Not only does Freeman write most of the articles on the site, but he is also a media relations and public information officer for the University, making him a valuable contact.

Fox 17 WZTV Nashville

- From a multimedia perspective, Fox 17 is a great news outlet to generate earned media. Kaitlin Miller is a reporter and great contact at this outlet. Not only does Miller mention in her bio that she is excited to attend Predators games, but she also recently covered the First Horizon Brent Peterson Golf Classic, interviewing players on the field and posting it on her social media platforms.

PredsU [Flyer](#) and [Sign](#) Mockup



PredsU Leadership Application Form



PredsU Leadership Application

The Preds Foundation is looking for chapter leaders to support the PredsU program at local Tennessee universities. These leadership opportunities will allow you to connect with your local NHL team and give back to the community. Come build your legacy with the Nashville Predators!

The editable version of the PredsU leadership google form can be accessed [here](#).

The link to share for member sign ups can be accessed [here](#).

This QR code can be printed for those interested in signing up for a PredsU leadership position.



Sample Instagram [Posts](#)

**MEET THE LEADERSHIP TEAM:
TENNESSEE STATE UNIVERSITY**




OLIVIA WILSON
PRESIDENT

Olivia is a junior at TSU, majoring in Marketing. In her free time she loves to give back and hang with friends. She can't wait to go to her first Predators game this year!

www.nhl.com/preds

PredsU PROVIDES



VOLUNTEER EVENT!

Day
MM/DD/YYYY
TIME
@ BRIDGESTONE
ARENA

Join the players, staff, and other PredsU members in packaging meals for Rise Against Hunger this Sunday!

**COLLEGE -
GAME NIGHT**






DAY
MM/DD/YYYY

DAY
MM/DD/YYYY

DAY
MM/DD/YYYY

\$30 TICKETS | FREE TRANSPORT | CO-BRANDED HAT

REPRESENT YOUR CHAPTER!

Sample Press [Release](#)

NASHVILLE PREDATORS
501 BROADWAY
NASHVILLE, TENNESSEE 37203

NEWS RELEASE

FOR FUTURE RELEASE
MM/DD/YYYY

NASHVILLE PREDATORS INTRODUCES PREDSU TO THREE MAJOR UNIVERSITIES IN NASHVILLE

NASHVILLE -- The Nashville Predators, an NHL team, will introduce PredsU to Vanderbilt, Belmont and Tennessee State University next fall to connect younger audiences with the Preds and their community. To kick off PredsU at each university, the team will host a 'Puck Drop' event with music, air hockey, free swag and a chance for students to meet the players. The first Puck Drop event will take place on (date) from (time) at Belmont University.

The team is very excited for these events to start. Rebecca King, VP of Community Relations, mentioned, "This is exactly what we need to connect with Gen-Z. They'll have a chance to become a PredsU member, meet the players, go to games and participate in community service. PredsU is an all-around program that we can't wait to introduce."

PredsU aims to build a relationship with college students in the Nashville area through community service events, discounted tickets and more. Each targeted university will have a PredsU chapter where students can connect with each other, generate awareness about hockey, volunteer within their community, and even have the chance to be recognized during intermission at a Predators game.

Founded in 2022, PredsU is an extension of the Predators' current foundation for charity and community service. The program hopes to attract Gen-Z to more games and create a fanbase, while also building a community through charitable events. To learn more about PredsU, please visit www.nhl.com/PREDSU.

PredsU Swag Mockup

PredsU [Sticker](#):



PredsU [Koozie](#):



PredsU [Shirt](#):



Legacy [Award](#):



Timescale

August	1-8	9-15	16-22	23-31
	- Press Release for PredsU and the Puck Drop event will be sent out to contacts on the media list	- Preds Partners are announced on TikTok - Preds Partners make Post #1 about the Predators	- Advertise Puck Drop events on Predators socials & with on-campus flyers	- Puck Drop at Vanderbilt University - Puck Drop at Tennessee State University
September	1-8	9-15	16-22	23-30
	- Preds Partners make Post #2 - Puck Drop at Belmont University - PredsU at Vanderbilt begins on-campus drive for Communities in Schools Tennessee/charity night #1	- PredsU at Belmont begins on-campus drive for Communities in Schools Tennessee/charity night #1	- PredsU Provides event at Bridgestone Arena with Rise Against Hunger - PredsU at Tennessee State begins on-campus drive for Communities in Schools Tennessee/charity night #1	- Communities in Schools Tennessee charity night - PredsU chapters bring their collected goods from on-campus drives
October	1-8	9-15	16-22	23-31
	- PredsU chapters continue recruiting members		- PredsU chapters begin collecting for A Secret Safe Place/charity night #2	- Preds Partners make Post #3
November	1-8	9-15	16-22	23-30
	- PredsU chapters continue collecting for charity night #2		- Preds Partners make Post #4 - PredsU chapters begin collecting for Nurture the Next/charity night #3	
December	1-8	9-15	16-22	23-31
	- PredsU chapters continue collecting for charity night #3	- Preds Partners make Post #5		

January	1-8	9-15	16-22	23-31
	- Preds Partners make Post #6 - PredsU chapters begin collecting for The Family Center/charity night #4	- A Secret Safe Place charity night - PredsU chapters bring their collected goods from on-campus drives	- PredsU chapters continue collecting for charity night #4	- Vanderbilt College Game Night - Recognize Vanderbilt PredsU chapter during intermission - Nurture the Next charity night - PredsU chapters bring their collected goods from on-campus drives
February	1-8	9-15	16-22	23-29
	- Tennessee State University College Game Night - Recognize Tennessee State PredsU chapter during intermission	- PredsU chapters begin collecting for CreatiVets/charity night #5	- The Family Center charity night - PredsU chapters bring their collected goods from on-campus drives	- Preds Partners make Post #7 - PredsU chapters continue collecting for charity night #5
March	1-8	9-15	16-22	23-31
	- Preds Partners make Post #8 - PredsU chapters begin collecting for 15th Judicial District Child Advocacy Center/charity night #6		- CreatiVets charity nights - PredsU chapters bring their collected good from on-campus drives	- Preds Partners make Post #9 - PredsU chapters continue collecting for charity night #6
April	1-8	9-15	16-22	23-30
	- 15th Judicial District Child Advocacy Center charity night - Belmont University College Game Night - Recognize Tennessee State PredsU chapter during intermission	- Preds Partners make Post #10		

Budget

An editable version of the budget and other Excel sheets can be accessed [here](#).

Influence:				
Resource	Vendor/Supplier	Cost	Quantity	Total
Influencer welcome package: Branded jersey	Nashville Predators - Fanatics	\$214.99	3	\$644.97
Influencer welcome package: PredsU shirt	Blink Marketing	\$5.98	3	\$17.94
Influencer welcome package: 4 tickets	Nashville Predators	\$720.00	3	\$2,160.00
Giveaway tickets	Nashville Predators	\$125.00	12	\$1,500.00
Preds Partner 1 rate (per post)	Nano rate sourced from impact.com	\$200.00	10	\$2,000.00
Preds Partner 2 rate (per post)	Micro rate sourced from impact.com	\$600.00	10	\$6,000.00
Preds Partner 3 rate (per post)	Micro rate sourced from impact.com	\$800.00	10	\$8,000.00
PredsU branded shirt	Blink Marketing	\$5.98	150	\$897.00
PredsU branded koozie	Blink Marketing	\$1.10	600	\$660.00
PredsU branded sticker	Blink Marketing	\$0.70	1000	\$700.00
Air hockey table	Target	\$139.99	1	\$139.99
College-specific Puck Drop poster	FedEx	\$34.50	3	\$103.50
Puck Drop flyers	FedEx	\$0.70	50	\$35.00
				INFLUENCE TOTAL:
				\$22,858.40
Involve:				
Resource	Vendor/Supplier	Cost	Quantity	Total
Collection bins	Bulk Office Supplier	\$34.86	6	\$209.16
Folding table	Event Stable	\$74.59	6	\$447.54

College-specific PredsU poster	FedEx	\$34.50	3	\$103.50
PredsU shirts	Blink Marketing	\$5.98	150	\$897.00
				INVOLVE TOTAL:
				\$1,657.20
Ignite:				
Resource	Vendor/Supplier	Cost	Quantity	Total
College Night Student Package (\$30 for all non-PredsU students @ college game nights)	Nashville Predators	\$39.00	600	\$23,400.00
Deluxe Motor Coaches	Metropolitan Shuttle; Estimate	\$1,725.00	6	\$10,350.00
College Night Student Package (at no cost for PredsU members)	Nashville Predators	\$69.00	90	\$6,210.00
PredsU shirts at games	Blink Marketing	\$5.98	200	\$1,196.00
Student Tickets (10% PredsU Discount)	Nashville Predators	\$7.00	500	\$3,500.00
Legacy Award	Crown Awards	\$104.51	1	\$104.51
				IGNITE TOTAL:
				\$44,760.51
Campaign Budget Total:	\$69,276.11			