



PITT FOOTBALL

# SEASON RECAP

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2019 // WORKING DRAFT

# SEASON SUMMARY

In 2019, the Pittsburgh Panthers football team, under direction of fifth year Head Coach Pat Narduzzi, finished the season with an 8-5 record.

The season highlighted wins over UCF, UNC and a bowl game victory over Eastern Michigan. The panthers were invited to the Quick Lane Bowl which was their 11th bowl game in the past 12 seasons. The victory over Eastern Michigan secured the first eight-win season for the Panthers since 2016.



# HOME SCHEDULE

DATE	TIME	OPPONENT	THEME/PROMOTION	RESULT	ATTENDANCE	USERSHIP %	REVENUE
Sat., August 31	07:30 PM	Virginia	Home Opener Rib Fest	L, 14-30	47,144	82%	\$1,538,108.31
Sat., September 7	11:00 AM	Ohio	Band Day	W, 20-10	42,168	62%	\$722,390.78
Sat., September 21	3:30 PM	UCF	Hall of Fame	W, 35-34	42,056	68%	\$1,339,392.10
Sat., September 28	12:30 PM	Delaware	Spirit Day and Family Weekend	W, 17-14	44,141	60%	\$587,026.10
Sat., October 26	12:00 PM	Miami	Homecoming	L, 12-16	47,918	68%	\$1,507,207.10
Thurs., November 14	08:00 PM	UNC	Fan Appreciation Day	W, 34-27 (OT)	39,290	49%	\$1,056,341.14
Sat., November 30	3:30 PM	Boston College	Senior Day	L, 19-26	40,889	46%	\$1,245,640.64

## NOTES

- Team Regular Season Record: 8-5, 4-4 in ACC play, and 4-3 in games played at home
- Attendance Information
  - » Average: 43,372
  - » Largest: 47,918 vs. Miami
  - » Smallest: 39,290 vs. UNC (Thursday night game)
  - » Sum: 303,606
  - » Usership Percentage Average: 62%
  - » Total Games: 7 (3 non-conference and 4 conference games)

# 2019 GOALS

- Renew season tickets at 78%
  - ◊ Season ticket renewal rate this season was 65%
- Generate \$7.2M in ticket sales
  - ◊ Ticket sales this season generated 8 million in revenue
- Average 40,000 in attendance for the season
  - ◊ This season we averaged 43,372 in attendance per game and surpassed our goal of averaging 40,000 in attendance for the season
- Increase ticket usage and scans by at least 10%
  - ◊ Ticket usage percentage this season decreased by 18%
- Have two games with 10,000 students
  - Miami-10/26 (Homecoming)
  - UNC-11/14 (Fan Appreciation)
  - ◊ This season we did not have two games of 10,000 students in attendance. We averaged 4,598 students per game. Virginia was the highest attend game with 8,377 students.
- Create and execute promotions with JMI that both generate excitement for Pitt Football and drive attendance
- Build perceived event value by increasing fan participation and engagement opportunities
  - ◊ To increase fan participation and engagement this season we enhanced in-game videoboard content by adding sing along animation to key videos(Sweet Carolina and Kareoke Cam). We also added shaker bins to the stadium. The shaker bins allowed fans to take one into the game, use it and return after the game is over if they did not want to take it home.
- Implement at least two new ideas in the following fan engagement categories
  - ◊ Art Rooney
    - New Ideas added to Art Rooney this season are listed below:
      - Gameday keepsakes
      - Live Performer
      - Autograph Sessions during select games with former Pitt football alumni
      - Marketing Gazebo
      - Branded Pitt Inflatables

*Detailed information can be found on Pages 18 through 20*

- ◊ **In-game Features**

- Sing along

- Graphics Package

- New Elements to Team Entrance

*Detailed information can be found on Pages 20 and 23*

- ◊ **Band/Cheer/Dance/Roc**

- This season we utilized cheer, dance and Roc more on Gamedays by having a meet and greet photo op in Art Rooney prior to the game. Fans were given the opportunity to meet and take photos with them.



### ◇ Promotions

Listed below are the promotions for this season:

8/31 vs. Virginia | Bill Fralic Rally Towel (10,000)

9/21 vs. UCF | Hall of Fame Poster (20,000)

10/26 vs. Miami | Chili Cook-off and Mount Rushmore Figurine (15,000)

11/14 vs. UNC | Panther Pitt Long Sleeve T-shirt (10,000) and Gloves (20,000)

### ◇ Theme Days

Listed below are new theme days we executed this season:

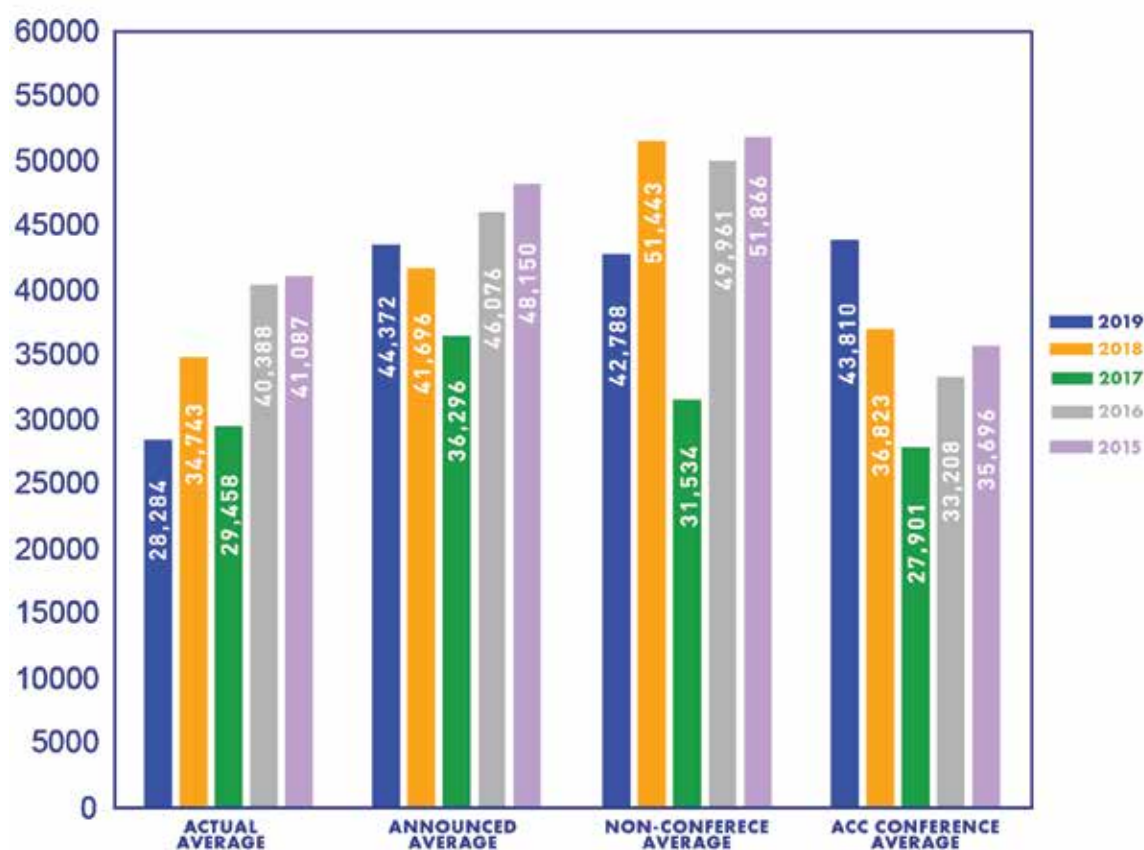
11/14 vs. UNC | Fan Appreciation Day

11/30 vs. Boston College | Senior Day and Home for the Holidays

- Sell 10K student season tickets
  - ◇ 6,314 student season tickets were sold this season
- Increase Pitt branding efforts at Heinz Field
  - ◇ Through the feedback given from Gameday Insights we were able to target underutilized areas at Heinz Field to increase the Pitt brand. We increase Pitt signage displaying our new colors and marks allowing are fans to feel that they are at a Pitt football event and not a Steelers event.
- Track data in regard to ticket sales, online behavior, market demand, etc. to be able to create strategic plans in real time based on behaviors
  - Increase brand awareness on campus with students with a heavy focus on
    - Week of game
    - Friday before games
    - Communicating bus schedules
    - Overall inclusion message
  - Develop a comprehensive advertising plan utilizing a mix of traditional and digital media for seasons, minis, groups, and single game sales
  - Continue efforts in researching and surveying the fan experience
    - ◇ Secret shoppers
    - ◇ Single game surveys
    - ◇ Post-season surveys
    - ◇ Focus Groups
- Implement Strategic automated marketing campaigns
  - ◇ Thanks for attending
  - ◇ Sorry we missed you
  - ◇ Recap/Hype

# ATTENDANCE STATISTICS

This season we saw an increase in overall attendance and hit our goal of averaging 40,000 in attendance per game. We finished the season ranked in the top 50 among FBS schools (#46). During the season, we hosted 4 Atlantic Coast Conference (ACC) opponents, and three non-conference opponents. Two games this season had an attendance over 47,000 in attendance (Virginia and Miami).



## 2018 Season Attendance Notes

Non-conference games: Three games - Ohio, UCF, and Delaware

ACC conference games: Four games - Virginia, Miami, UNC, and Boston College

Weather: 2 out of the 7 games had temperatures of 30 degrees or lower (Two games in November)

SEASON	SCANNED ATTENDANCE AVERAGE	ANNOUNCED ATTENDANCE AVERAGE	GROWTH (FROM PREV. SEASON)	NON CONFERENCE AVERAGE	CONFERENCE AVERAGE	TOTAL ATTENDANCE
<b>2019</b>	<b>28,284</b>	<b>43,372</b>	<b>4%</b>	<b>42,788</b>	<b>43,810</b>	<b>303,606</b>
2018	34,743	41,696	18%	51,443	36,823	250,178
2017	29,458	36,296	-27%	31,534	27,901	254,062
2016	40,388	46,076	-1.70%	49,961	33,208	322,531
2015	41,087	48,150	37%	51,866	35,696	288,900

## ACC AVERAGE ATTENDANCE

RANK NATIONALLY	TEAM	ACC. ATT.	AVG. ATT.	STADIUM CAPACITY	% TO CAPACITY
12	Clemson	566,074	80,868	81,500	99.22%
23	Virginia Tech	408,049	58,293	65,632	88.82%
24	NC State	395,264	56,466	57,600	98.03%
28	Florida State	378,136	54,019	79,560	67.90%
38	Virginia	335,040	47,863	61,500	77.83%
44	Miami	316,971	52,829	64,767	81.57%
45	Georgia Tech	312,194	44,599	55,000	81.09%
<b>46</b>	<b>Pitt</b>	<b>303,606</b>	<b>43,372</b>	68,400	63.41%
47	UNC	303,000	50,500	50,500	100%
48	Louisville	299,475	49,913	60,800	82.09%
58	Syracuse	252,985	42,164	49,057	85.95%
68	Boston College	205,111	34,185	44,500	76.82%
74	Wake Forest	188,996	26,999	31,500	85.71%
83	Duke	154,867	25,811	40,004	64.52%

\*Data provided come from: [http://stats.ncaa.org/rankings/change\\_sport\\_year\\_div](http://stats.ncaa.org/rankings/change_sport_year_div)

# TICKET PRICING

2019 FOOTBALL SEASON TICKET PRICES							
PL	Club Level	Membership	Adult	Pitt/UPMC	Youth	Young Alumni	Grad Students
4   13	Club Sideline	\$500	\$399	\$319	---	\$279	---
5   14	Club Corners	\$250	\$399	\$319	---	\$279	---
11	North Club	\$250	\$399	\$319	---	\$279	\$239
15	PNC Champions Club	\$125	\$399	\$319	---	\$279	---
PL	Lower Level	Membership	Adult	Pitt/UPMC	Youth	Young Alumni	Grad Students
1	Panther Gold	\$100	\$260	\$208	\$208	\$182	---
2	Panther Blue	\$75	\$260	\$208	\$208	\$182	---
3	Panther Red	\$50	\$260	\$208	\$208	\$182	---
6	Sideline	\$25	\$235	\$188	\$188	\$164	---
9	End Zone	\$0	\$200	\$160	\$160	\$140	\$120
PL	Upper Level	Membership	Adult	Pitt/UPMC	Youth	Young Alumni	Grad Students
16	Panther Gold	\$100	\$245	\$196	\$196	\$171	---
17	Panther Blue	\$75	\$245	\$196	\$196	\$171	---
18	Panther Red	\$50	\$245	\$196	\$196	\$171	---
19	Sideline	\$0	\$235	\$188	\$188	\$164	\$141
20	Corners	\$0	\$190	\$152	\$152	\$133	\$114
7	End Zone	\$0	\$170	\$136	---	\$119	---





## 2019 Football Mini Package Pricing

	Ohio		UNC		Delaware		UCF, BC, MIA & UVA	
Lower Level	Adult	Pitt/UPMC	Adult	Pitt/UPMC	Adult	Pitt/UPMC	Adult	Pitt/UPMC
Lower End Zone	\$18	\$15	\$35	\$27	\$12	\$8	\$41	\$33
Upper Level	Adult	Pitt/UPMC	Adult	Pitt/UPMC	Adult	Pitt/UPMC	Adult	Pitt/UPMC
Panther Gold	\$22	\$18	\$42	\$34	\$14	\$11	\$50	\$40
Panther Blue	\$22	\$18	\$42	\$34	\$14	\$11	\$50	\$40
Panther Red	\$22	\$18	\$42	\$34	\$14	\$11	\$50	\$40
Sideline	\$21	\$17	\$41	\$32	\$13	\$11	\$49	\$39
Corners	\$17	\$14	\$32	\$26	\$20	\$9	\$39	\$31
End Zone	\$15	\$13	\$29	\$23	\$10	\$9	\$35	\$28

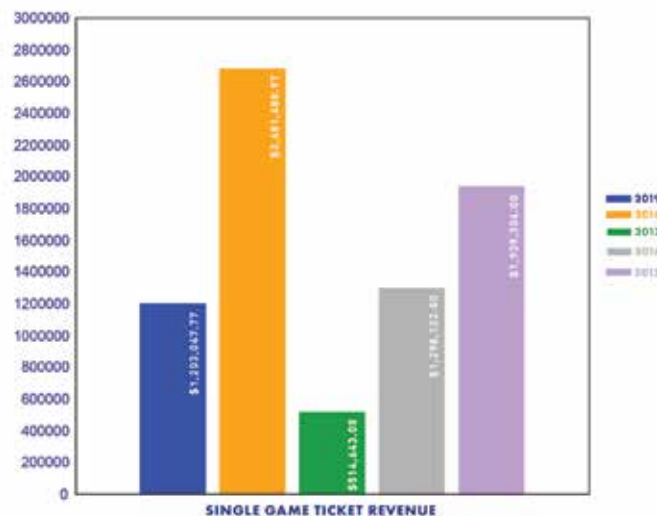
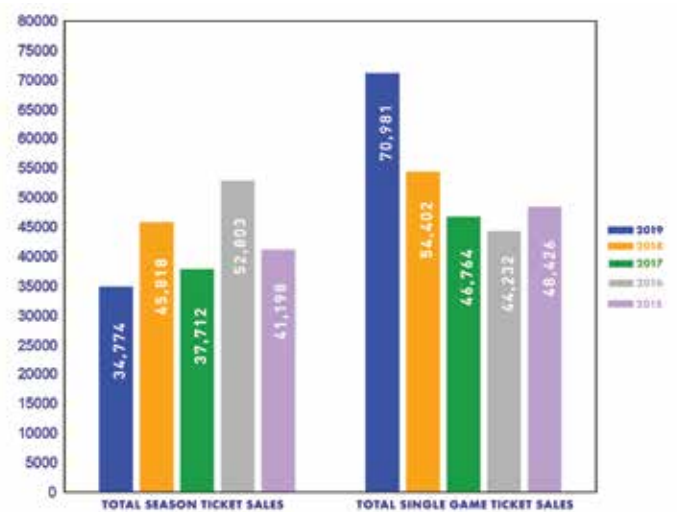
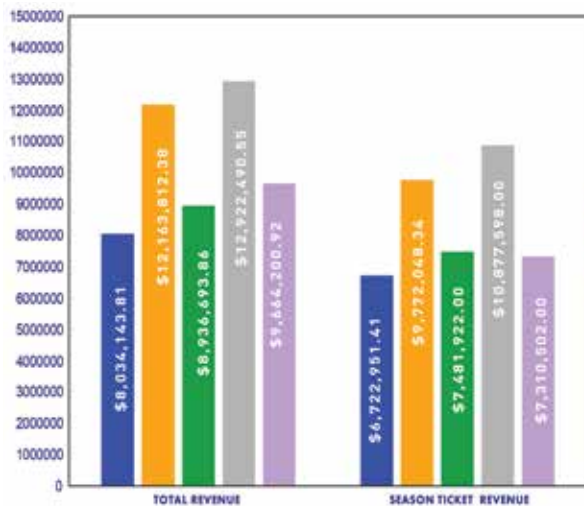
## 2019 Football Single Game Tickets

PL	Club Level	Ohio	UNC	Delaware	UCF, BC, MIA & UVA
4   13	Club Sideline	\$38	\$72	\$24	\$86
5   14	Club Corners	\$38	\$72	\$24	\$86
11	North Club	\$38	\$72	\$24	\$86
15	PNC Champions Club	\$38	\$72	\$24	\$86
PL	Lower Level	Ohio	UNC	Delaware	UCF, BC, MIA & UVA
1	Panther Gold	\$25	\$47	\$16	56
2	Panther Blue	\$25	\$47	\$16	56
3	Panther Red	\$25	\$47	\$16	56
6	Sideline	\$23	\$43	\$14	51
9	End Zone	\$20	\$36	\$12	44
PL	Upper Level	Ohio	UNC	Delaware	UCF, BC, MIA & UVA
16	Panther Gold	\$24	\$45	\$15	53
17	Panther Blue	\$24	\$45	\$15	53
18	Panther Red	\$24	\$45	\$15	53
19	Sideline	\$23	\$43	\$14	51
20	Corners	\$19	\$35	\$12	42
7	End Zone	\$17	\$31	\$11	37

## 2019 Football Group Tickets

Seat Location	Ohio	UNC	Delaware	UCF, BC, Miami, UVA
Lower End Zone	\$10	\$15	\$10	\$20
Upper Panther Red	\$10	\$15	\$10	\$20
Upper Sideline	\$10	\$15	\$10	\$20
Upper Corners	\$10	\$15	\$10	\$20
Upper End Zone	\$10	\$15	\$10	\$20

# REVENUE STATISTICS



## 2019 Season Revenue Notes

The 2019 schedule did not host a marquee appointment and that was reflected in the decrease in revenue generated for the season. Non-Penn State or marquee opponents typically see a decrease in revenue.

SEASON	TOTAL REVENUE	GROWTH (FROM PREV. SEASON)	SEASON TICKET REVENUE	SINGLE GAME REVENUE	TOTAL SEASON TICKET SALES	TOTAL SINGLE GAME TICKET SALES
2019	\$8,034,143.81	-33.9%	\$6,722,951.41	\$1,203,047.77	34,774	70,981
2018	\$12,163,812.38	36%	\$9,772,048.34	\$2,681,488.97	45,818	54,402
2017	\$8,936,693.86	-30.80%	\$7,481,922.00	\$514,643.00	37,712	46,764
2016	\$12,922,490.55	33.70%	\$10,877,598.00	\$1,298,122.00	52,803	44,232
2015	\$9,664,200.92	28%	\$7,310,502.00	\$1,939,304.00	41,198	48,426
2014	\$7,517,451.00	-	\$6,537,475.00	\$829,815.00	37,683	44,840

## MINI PLANS

SEASON	TOTAL REVENUE	TOTAL PACKAGES	TOTAL TICKETS
2019	\$35,422.00	112	802
2018	\$9,488.00	106	318
2017	\$31,674.00	343	1,030
2016	\$711,949.00	4,956	14,868
2015	\$281,324.00	2,169	6,507
2014	\$64,210.00	781	2,342

### 2019 Season Mini Packages Recap

The three games with the highest amount of mini package tickets sold were: Virginia (164), UCF (154) and Miami (184).

# LICENSING & MERCHANDISE

## 2019 PITT FOOTBALL

OPPONENT	DATE	TIME	RESULT	ATTENDANCE	WEATHER	GROSS SALES	PER CAP
Virginia (Rib Fest)	8/31/2019	7:30 PM	L, 14-30	38,816	72*, sunny	\$ 55,296.00	\$ 1.42
Ohio (Band Day)	9/7/2019	11:00 AM	W, 20-10	26,339	67*, PC	\$ 47,521.00	\$ 1.80
#15 UCF (Hall of Fame Game)	9/21/2019	3:30 PM	W, 35-34	28,451	88*, sunny	\$ 42,158.00	\$ 1.48
Delaware (Family/Spirit Weekend)	9/28/2019	12:30 PM	W, 17-14	32,913	79*, sunny	\$ 60,723.00	\$ 1.84
Miami (Homecoming)	10/26/2019	12:00 PM	L, 12-16	32,595	57*, rain	\$ 60,701.00	\$ 1.86
North Carolina (Fan Appreciation Day)	11/14/2019	8:00 PM	W, 34-27 (OT)	19,777	36*, clear	\$ 18,750.00	\$ 0.95
Boston College	11/30/2019	3:30 PM	L, 19-26	19,099	41*, cloudy	\$ 30,144.00	\$ 1.58
<b>TOTAL</b>			<b>4-3</b>	<b>197,990</b>		<b>\$ 315,293.00</b>	<b>\$ 1.56</b>

## 2018 PITT FOOTBALL

OPPONENT	DATE	TIME	RESULT	ATTENDANCE	WEATHER	GROSS SALES	PER CAP
Albany (Rib Fest)	9/1/2018	3:30 PM	W, 33-7	31,122	86*, sunny	\$ 67,470.00	\$ 2.17
#13 Penn State (Hall of Fame Game)	9/8/2018	8:00 PM	L, 6-51	61,201	58*, rain	\$ 89,611.00	\$ 1.46
Georgia Tech	9/15/2018	12:30 PM	W, 24-19	26,966	79*, cloudy	\$ 50,828.00	\$ 1.88
Syracuse (Homecoming)	10/6/2018	12:00 PM	W, 44-37 (OT)	29,853	82*, sunny	\$ 51,178.00	\$ 1.71
Duke (Family Weekend/Band & Cheer Day)	10/27/2018	3:30 PM	W, 54-45	24,348	45*, rain	\$ 34,850.00	\$ 1.43
Virginia Tech (Hail to Heros/50% off merch)	11/10/2018	3:30 PM	W, 52-22	35,000	32*, clear	\$ 143,301.00	\$ 4.09
<b>TOTAL</b>			<b>5-1</b>	<b>208,490</b>		<b>\$ 437,238.00</b>	<b>\$ 2.13</b>

## YEAR-OVER-YEAR COMPARISON

	2018	2019	% CHANGE
Gross Sales	\$437,238.00	\$315,293.00	-28%
Attendance	208,490	197,990	-5%
Avg. Attendance	34,748	28,284	-19%
Avg. Game Sales	\$72,873.00	\$45,041.86	-38%
Avg. Per Cap	\$2.13	\$1.56	-26%

## SALES BY LOCATION

	8/30/2019	9/7/2019	9/21/2019	9/28/2019	10/26/2019	11/14/2019	11/30/2019		
2019 SEASON	Virginia	Ohio	UCF	Delaware	Miami	North Carolina	Boston College	LOCATION TOTAL	LOCATION AVG
119 (LOWER LEVEL LARGEST STORE)	\$22,550.00	\$16,048.00	\$12,878.00	\$17,715.00	\$17,870.00	\$6,205.00	\$8,997.00	\$102,263.00	\$14,609.00
222 (2ND LEVEL SMALL STORE)	\$2,163.00	\$1,093.00	\$1,581.00	\$3,814.00	\$3,459.00	CLOSED	CLOSED	\$12,110.00	\$2,422.00
232 (2ND LEVEL LARGE STORE)	\$9,065.00	\$9,212.00	\$5,623.00	\$11,173.00	\$9,408.00	\$2,172.00	\$4,483.00	\$51,136.00	\$7,305.14
248 (2ND LEVEL LARGE STORE)	\$7,082.00	\$7,830.00	\$5,440.00	\$7,057.00	\$7,855.00	\$2,304.00	\$3,723.00	\$41,291.00	\$5,898.71
PRT12 (WEST SIDE CLUB)	\$1,300.00	\$441.00	\$1,209.00	\$1,431.00	\$1,587.00	\$467.00	\$948.00	\$7,383.00	\$1,054.71
PRT13 (EAST SIDE CLUB)	\$2,348.00	\$1,849.00	\$1,546.00	\$1,514.00	\$2,338.00	\$1,029.00	\$1,435.00	\$12,059.00	\$1,722.71
PRT14 (WEST SIDE CLUB)	\$975.00	\$1,110.00	\$1,557.00	\$1,731.00	\$2,406.00	\$848.00	\$1,602.00	\$10,229.00	\$1,461.29
PRT15 (EAST SIDE CLUB)	\$1,527.00	\$1,389.00	\$1,111.00	\$1,318.00	\$1,735.00	\$1,229.00	\$1,643.00	\$9,952.00	\$1,421.71
PRT17 (OUTSIDE TENT NEAR GATE A)	\$3,207.00	\$3,002.00	\$2,761.00	\$3,936.00	\$4,057.00	\$1,162.00	\$2,369.00	\$20,494.00	\$2,927.71
PRT19 (OUTSIDE TRAILER, ART ROONEY AVE)	\$3,885.00	\$4,796.00	\$6,936.00	\$10,161.00	\$8,089.00	\$2,184.00	\$3,420.00	\$39,471.00	\$5,638.71
CHAMPIONS CLUB (NEAR GATE A)	\$1,194.00	\$751.00	\$1,516.00	\$874.00	\$1,896.00	\$1,150.00	\$1,524.00	\$8,905.00	\$1,272.14
<b>TOTAL SALES</b>	<b>\$55,296.00</b>	<b>\$47,521.00</b>	<b>\$42,158.00</b>	<b>\$60,724.00</b>	<b>\$60,700.00</b>	<b>\$18,750.00</b>	<b>\$30,144.00</b>	<b>\$315,293.00</b>	<b>\$38,823.00</b>

	9/1/2018	9/8/2018	9/15/2018	10/6/2018	10/27/2018	11/10/2018		
2018 SEASON	Albany	Penn State	Georgia Tech	Syracuse	Duke	Virginia Tech	LOCATION TOTAL	LOCATION AVG
119 (LOWER LEVEL LARGEST STORE)	\$24,500.00	\$23,441.00	\$16,261.00	\$15,233.00	\$10,520.00	\$49,763.00	\$139,718.00	\$23,286.33
222 (2ND LEVEL SMALL STORE)	\$2,390.00	\$5,005.00	\$1,509.00	\$2,138.00	\$1,548.00	\$5,914.00	\$18,504.00	\$3,084.00
232 (2ND LEVEL LARGE STORE)	\$6,366.00	\$10,441.00	\$5,651.00	\$6,611.00	\$4,698.00	\$17,768.00	\$51,535.00	\$8,589.17
248 (2ND LEVEL LARGE STORE)	\$7,576.00	\$10,930.00	\$5,704.00	\$5,533.00	\$2,711.00	\$18,159.00	\$50,613.00	\$8,435.50
609	\$1,381.00	\$4,191.00	\$1,209.00	\$1,283.00	\$730.00	\$4,530.00	\$13,324.00	\$2,220.67
637	\$2,725.00	\$4,784.00	\$1,120.00	\$1,733.00	\$1,255.00	\$4,924.00	\$16,541.00	\$2,756.83
PRT2	\$2,394.00	\$2,899.00	\$1,498.00	\$1,986.00	\$1,709.00	\$3,755.00	\$14,241.00	\$2,373.50
PRT11	\$845.00	\$1,134.00	\$733.00	CLOSED	CLOSED	CLOSED	\$2,712.00	\$904.00
PRT12 (WEST SIDE CLUB)	\$1,807.00	\$2,220.00	\$1,622.00	\$1,371.00	\$1,351.00	\$3,640.00	\$12,011.00	\$2,001.83
PRT13 (EAST SIDE CLUB)	\$2,967.00	\$3,162.00	\$1,250.00	\$2,282.00	\$1,189.00	\$5,641.00	\$16,491.00	\$2,748.50
PRT14 (WEST SIDE CLUB)	\$2,285.00	\$2,795.00	\$1,282.00	\$1,927.00	\$647.00	\$5,562.00	\$14,498.00	\$2,416.33
PRT15 (EAST SIDE CLUB)	\$1,182.00	\$2,164.00	\$1,125.00	\$779.00	\$945.00	\$3,420.00	\$9,615.00	\$1,602.50
PRT16	\$1,433.00	\$2,672.00	\$1,002.00	CLOSED	CLOSED	CLOSED	\$5,107.00	\$1,702.33
PRT17 (OUTSIDE TENT NEAR GATE A)	\$2,503.00	\$3,482.00	\$2,768.00	\$2,628.00	\$951.00	\$6,419.00	\$18,751.00	\$3,125.17
PRT19 (OUTSIDE TRAILER, ART ROONEY AVE)	\$2,882.00	\$6,751.00	\$5,562.00	\$5,700.00	\$4,936.00	\$10,348.00	\$36,179.00	\$6,029.83
PROGRAM STAND	\$2,465.00	\$1,825.00	\$1,440.00	\$985.00	\$790.00	CLOSED	\$7,505.00	\$1,501.00
CHAMPIONS CLUB (NEAR GATE A)	\$1,770.00	\$1,715.00	\$1,091.00	\$988.00	\$871.00	\$3,458.00	\$9,893.00	\$1,648.83
<b>TOTAL SALES</b>	<b>\$67,471.00</b>	<b>\$89,611.00</b>	<b>\$50,827.00</b>	<b>\$51,177.00</b>	<b>\$34,851.00</b>	<b>\$143,301.00</b>	<b>\$437,238.00</b>	<b>\$74,426.33</b>





# ADVERTISING AND MEDIA

To help achieve the revenue and fan engagement goals of the program a mix of traditional and digital advertising was utilized during the season. In the spring, a heavy emphasis was put on digital advertising as it relates to brand awareness, target segmentation, etc. In the summer, the focus was on traditional platforms such as radio, television, and print.

During the season there was a heavy emphasis on digital allowed us to be very targeted and have the ability to change strategy in real-time if need be. The winter months were a mix of digital and traditional as well.

## CHANNELS/PLATFORMS

- FanOne (Email Marketing & Automation)
- Social
- Pittsburghpanthers.com
- Mobile App (relaunch this summer)
- Auto Calls
- Texting platform
- Television
- Radio
- In-venue
- Digital
- Grassroots
- Guerrilla
- Bus wraps

## PACIOLAN

\$11

OVERALL ROAS

\$268K

OVERALL REVENUE

2,852

TOTAL CONVERSIONS

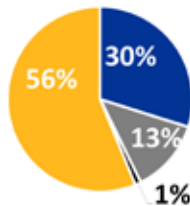
\$24,244

TOTAL SPEND

Campaign	Media Spend	Impressions	Clicks	Conversions	Revenue	ROAS
Renewals	\$839	108,395	754	134	\$116,471	\$139
April 12 Sale	\$455	26,414	932	-	-	-
Season Tickets	\$1,870	234,296	895	56	\$10,202	\$5
Singles	\$14,629	1,863,419	15,014	2,055	\$107,259	\$7
Generic (Search)	\$6,452	22,450	4,201	607	\$34,545	\$5

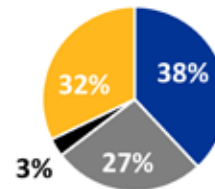
## % REVENUE BY CHANNEL

- Social
- Search
- Video
- Display



## % SPEND BY CHANNEL

- Social
- Search
- Video
- Display



## WTAE

IMPRESSIONS DELIVERED	CLICKS	CPM\$	SPEND
478,510	627	\$6	\$2,871.06

## FACEBOOK ADVERTISING

SPEND	IMPRESSIONS	CLICKS	CTR	TOTAL REVENUE
\$3,878	437,115	8,441	1.93%	\$48,320

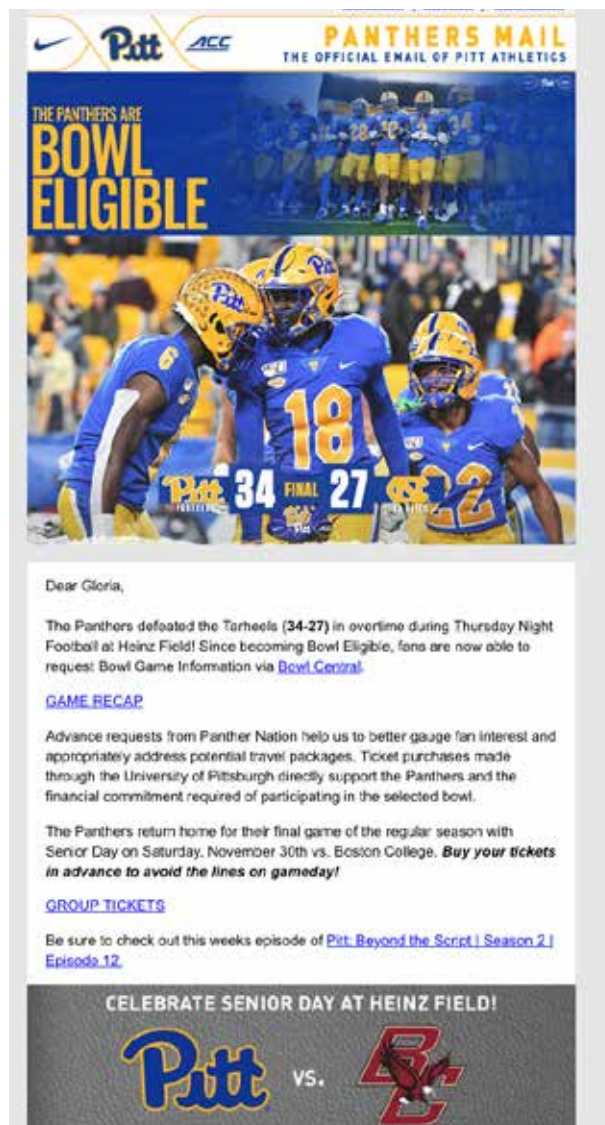
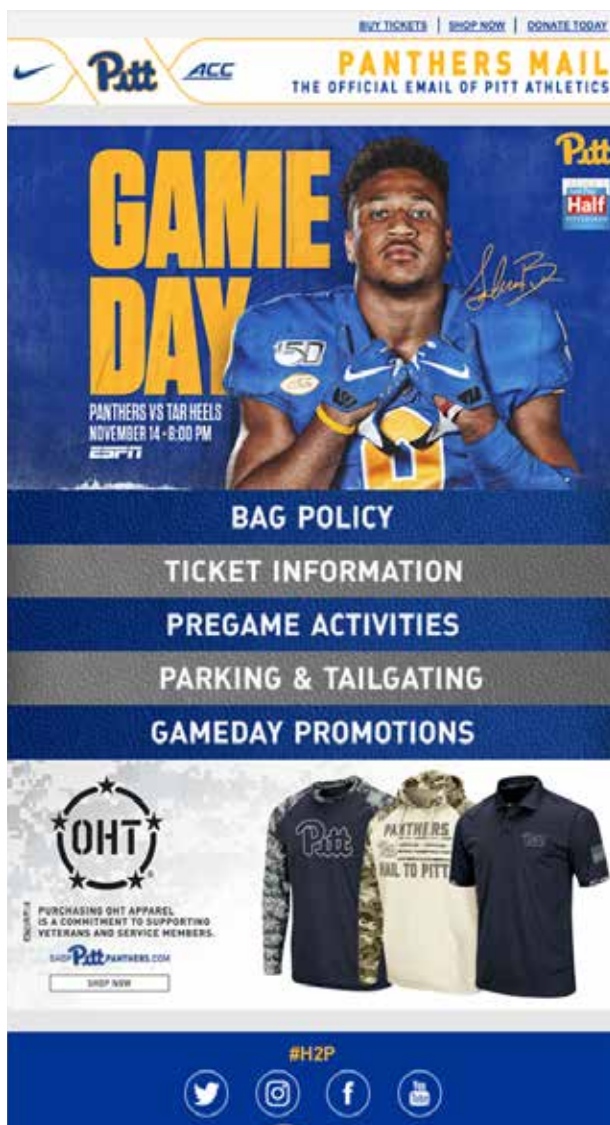
2019 Advertising and Media Notes

For advertising this season we spent \$30,993.06 in digital marketing and had a return of \$316,320 in total revenue.



# EMAIL MARKETING

Email marketing was used strategically throughout the season to inform targeted groups of fans on sales timelines, gameday activities, bowl announcements, etc. The following examples show emails that were sent this season.



**PANTHERS MAIL**  
THE OFFICIAL EMAIL OF PITT ATHLETICS

**2020 NEW Season Ticket DEPOSIT**



**SEASON TICKET BENEFITS INCLUDE**

- Greatest Savings
- Upgrade Seating Location
- Payment plans available
- Advance opportunity to purchase additional single game tickets before they go on sale to the public
- Placing a deposit will give first priority on seat selection

**\$100 PER SEAT DEPOSIT**  
APPLIED TO TOTAL COST OF TICKET PACKAGE

**PLACE YOUR DEPOSIT NOW!**

**2020 HOME OPPONENTS**

RICHMOND M ND D GT S VT


**THE PANTHERS ARE BOW!**

**PANTHERS MAIL**  
THE OFFICIAL EMAIL OF PITT ATHLETICS

Dear Gloria,

Thank you for your continued support of the Pitt football program. In an effort to continue to enhance the experience at Heinz field for our loyal fans and supporters we'd like to hear from you. Your feedback is important to us and we value your time. Fans who complete the survey before December 16 will be entered into a drawing to win \$10 giftcards, Pitt-themed prize packs, two (2) tickets to a mutually-agreed upon Pitt basketball game for the 2019-20 season, two (2) baseline seats for a mutually-agreed upon Pitt basketball game for the 19-20 season, facilities tour of Heinz Field at a mutually agreed upon time, and a family pack for a mutually agreed upon Pitt baseball game for the 2020 season. Winners will be chosen in January.

[PITT ACC FOOTBALL SURVEY](#)



#H2P

**Pitt**

800-643-PITT (7486)  
P.O. Box 7436, Pittsburgh, PA 15213

This message was sent to [scades@athletics.pitt.edu](mailto:scades@athletics.pitt.edu).

Edit which communications you would like to receive by [clicking here](#).

If you received this message in error, or would like to unsubscribe from future emails, you can [unsubscribe here](#).

**PANTHERS MAIL**  
THE OFFICIAL EMAIL OF PITT ATHLETICS

Pitt has been selected to represent the Atlantic Coast Conference in the 2019 Quick Lane Bowl, played on Dec. 26 at Ford Field in Detroit, Mich., it was announced Sunday. The Panthers' opponent will be Eastern Michigan of the Mid-American Conference.

The game will be a national ESPN telecast and have an 8 p.m. kickoff.

[READ MORE](#)

[BOWL GAME CENTRAL](#)


Anthony Travel is proud to partner with the Pitt Alumni Association and Pitt Athletics to provide official travel offerings.

[SECURE TRAVEL](#)

The Pitt Alumni Association will host a pre-game tailgate event. All Pitt alumni and fans are invited and welcome to attend and get ready to cheer the Panthers on to a victory!

[SIGN UP](#)

If you would like to unsubscribe, please email [tickets@athletics.pitt.edu](mailto:tickets@athletics.pitt.edu)



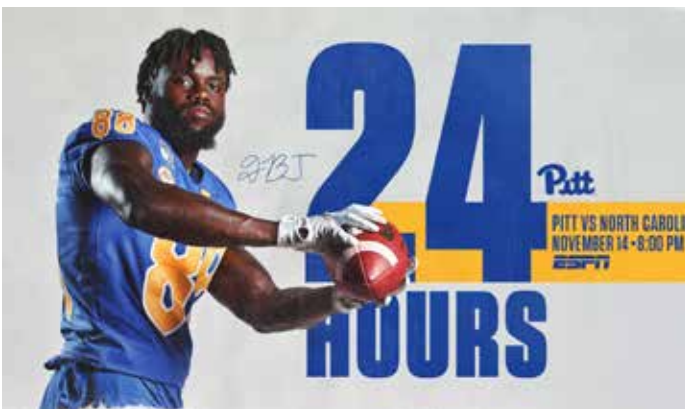


# MARKETING COLLATERAL

Below are examples of marketing collateral used throughout football season. Examples shown are poster, schedule card, digital ads, social, and emails graphics.









# FAN EXPERIENCE AND PROMOTION

During the 2019 season, we focused on fan engagement and atmosphere. We executed this by focusing on the following areas:

- Fan Day
- Art Rooney
- In-Venue Atmosphere
- New Pre-game Traditions

## FAN DAY

To kick off the 2019 season, we hosted a Fan Day event that allowed our fans to meet, get autographs and mingle with our football team and Coach Narduzzi. The event was hosted on the Great Lawn across from Heinz Field. The event was a success and we look forward to making Fan Day an annual event for our fans.



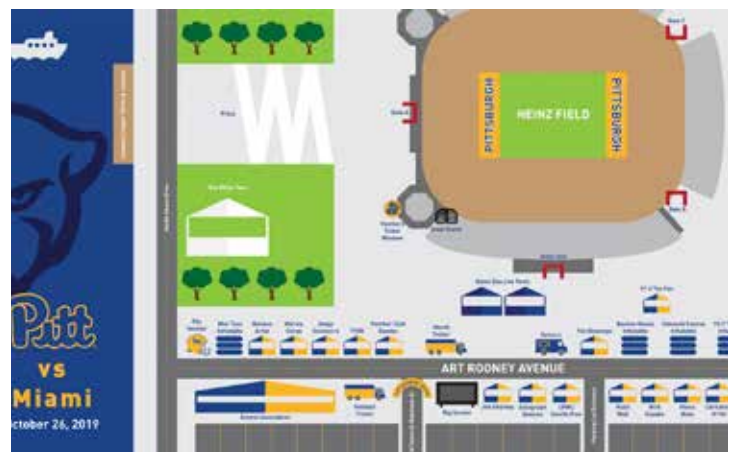
## ART ROONEY BRANDING

This season we enhanced the branding and advertising of Art Rooney to better inform our fans of the area and educate them on activities that are offered pre-game.

We executed this by:

- Establishing an entrance for Art Rooney with a new branded Pitt Arch
- New Pitt branded inflatables
- Gameday schedule signage which stated the events taking place in the area and what time each event started
- Illustrated Art Rooney map that we utilized on social media and the gameday central webpage

## PITT ARCH, GAMEDAY SIGNAGE & ILLUSTRATED ART ROONEY MAP





## PITT BRANDED INFLATABLES



## MARKETING GAZEBO

This season we added a marketing gazebo to Art Rooney. It was a one stop shop for fans to pick up Pitt Athletics collateral and gameday keepsakes. The gazebo was Pitt branded to be easily located by fans. It also displayed the Pitt Athletics social media handles which allowed us to continue to educate our fans on ways to stay connected to the Pitt Athletics.



## GAMEDAY KEEPSAKES

Each game we provided fans with an opportunity to take home a gameday keepsake. The keepsakes created memorable moments for our fans that they will remember forever. The keepsakes also allowed fans to share the Pitt brand and gameday experience.

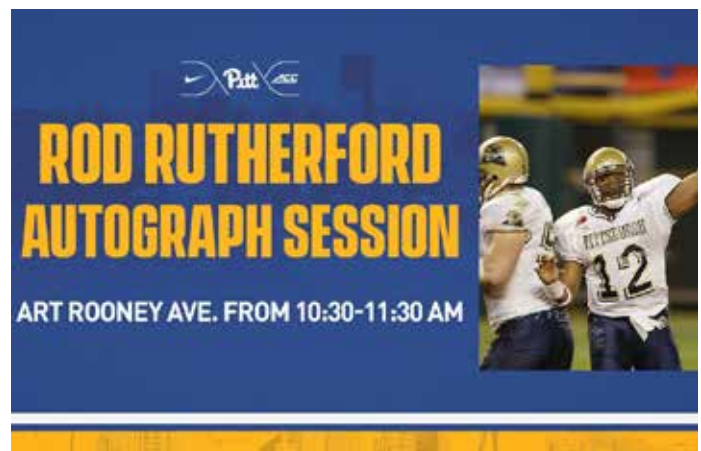
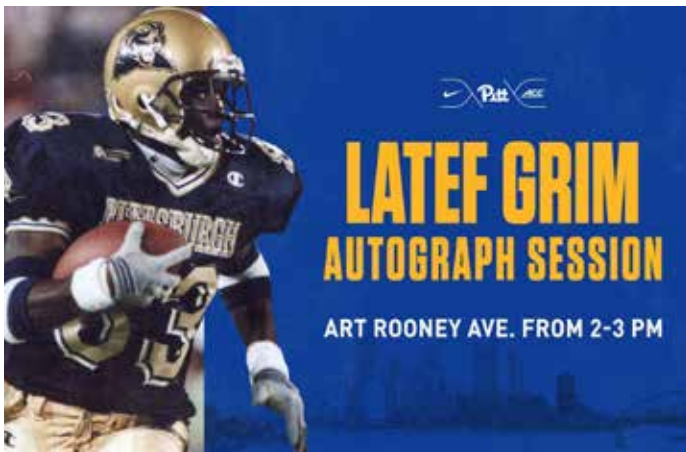
Keepsakes we offered this season:

- Gameday Photo
- 1st Game Button
- Happy Birthday Button
- PopUP Paper Football Helmet



## AUTOGRAPH SESSION

This season we invited back former Pitt football alum to Art Rooney for an autograph session. Latef Grimm signed autographs pre-game of the UCF game and Rod Rutherford signed autograph pre-game of the Miami game. This is something we want to continue to build on each season and have opportunities for Pitt athletics teams to host autograph session as well on Art Rooney.



## ENTERTAINMENT

During select games this season we added a live band to Art Rooney. The games selected were UCF and Miami. Adding live bands helped to create more of a fun tailgating atmosphere for fans.



## CHILI COOK-OFF

We hosted a Chili Cook-off this season to enhance the Pitt football gameday atmosphere and to create a new tailgating tradition. Participants cooked and displayed homemade chili for a chance to be the first winner of the Pitt Chili Cook-off. There were a total of seven participants in this year's contest. We look forward to continuing and growing the contest next season.



## SHAKER BINS

Shaker bins were added to entrances around the stadium as a way to get fans to engage into the game as they watch. Fans could take a shaker and return it after the game if they did not want to keep it. Shakers were replenished and offered to fans each game.



## GIVEAWAYS

Giveaways were offered at select games this season as an incentive and appreciation for fans attendance. Below is the list of giveaways that were offered this season.

- 8/31 vs. Virginia | Bill Fralic Jersey Rally Towel
- 9/21 vs. UCF | Commemorative Hall of Fame Poster
- 9/28 vs. Delaware | Pink Rally Towel sponsored by UPMC
- 10/26 vs. Miami | Mount Rushmore Figurine
- 11/14 vs. UNC | Panther Pitt Long Sleeve T-shirt (students) and Gloves (all fans)
- 11/30 vs. Boston College | Royal Shaker





# IN-VENUE ATMOSPHERE

## NEW IN-VENUE ELEMENTS

To enhance fan engagement in-venue this season we improved pre-game and in-game videoboard elements. Below are the elements we improved.

### TEAM ENTRANCE

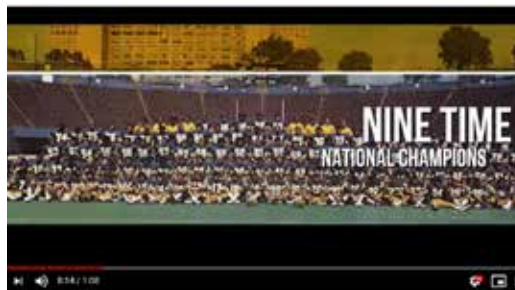
This season we enhanced the team's entrance onto the field by adding new elements to cyro (fog and cold spark), pyro (flames), live video footage of the team leaving the locker room heading to the tunnel and improving the intro videos.



## INTRO VIDEOS

We made improvements to the history video that was played pre-game. The video showcased highlights of Pitt football history and achievements. We also made improvements to the traditional intro video that plays before the team is introduced onto the field. This season we wanted to increase the excitement of the team entrance and get fans engaged in the pre-game in-venue elements.

### PITT HISTORY INTRO VIDEO



<https://www.youtube.com/watch?v=k70i9UDeBGo&feature=youtu.be>

### INTRO VIDEO



<https://www.youtube.com/watch?v=ceQX0swvBDY&feature=youtu.be>

## GRAPHICS PACKAGE

We worked with Panther Vision to create a new graphics package to showcase the new colors and display content that would be attention getting/engaging.

The content showcased the colors in a clean impactful way that helped with fan engagement during the season.





## SING-ALONGS

This season we added a sing-along element to Sweet Caroline. Words were added to the cam to encourage crowd participation. This allowed individuals attending the game to be a part of the environment.

