



# Charleston Battery

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# Presentation Outline

01

**Overview of Goals for  
Charleston Battery**

02

**Attract College of  
Charleston Students**

03

**Entertainment Events  
and Promotions**



# Three Main Goals

**1. Appeal to  
Younger Fanbase**

**2. Increase  
Attendance**

**3. Establish Loyalty**





# College of Charleston Plan



**Student  
Discounts**



**Student  
Ambassadors**



**Transportation**

# Benefits of Student Discount



## **Increases attendance**

Cheaper tickets increases student turnout

## **Creates substantial revenue**

Increased ticket sales, even with smaller margins, drives revenue



## **Develops loyal fans**

Students attend games on a repeat basis



# Student Ambassador Program



## **Student Ambassadors**

College of Charleston  
students representing  
your brand on campus

## **Brand Development on Social Media**

Ambassadors increase  
Battery's social media  
presence

## **Increased Student Attendance**

Increased awareness  
on campus and social  
media puts fans in the  
stands



# Transportation

## Problem

- Getting to the games is hard
- Living in a city means not as likely to own a car
- Student likely don't have cars to cross the Ravenel bridge
- Operating vehicles under the influence
- Parking space

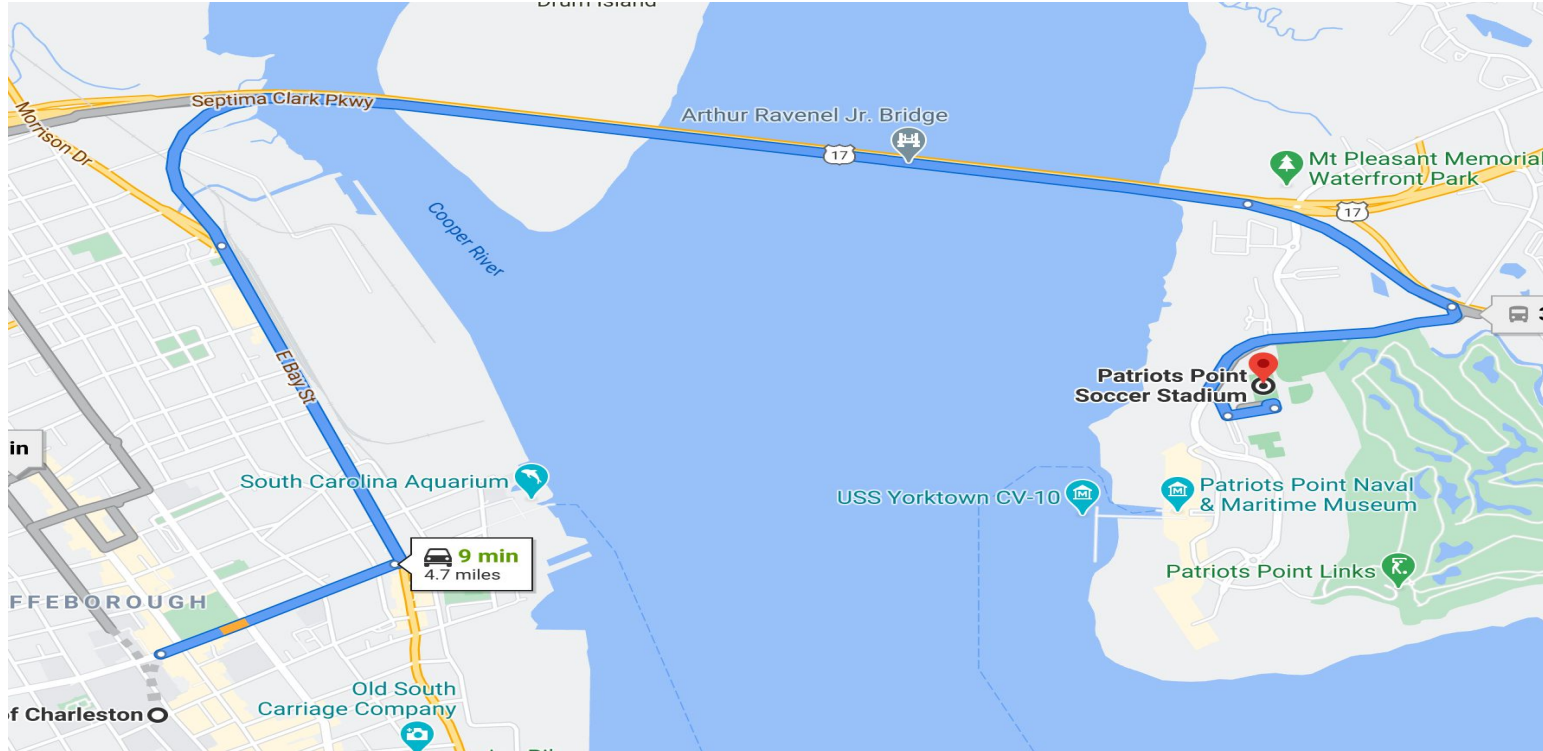


## Solution

- Provide shuttle to games from to the center CofC
- Specifically targeted at college student, but anyone can ride the bus
- Bus with team logo and colorways could be added advertising to street goers



# Getting The Regiment to Games





# The Battery Bus



**From Downtown Charleston, straight to the stadium**





# Entertainment Events and Promotions



**\$1 Hotdog &  
Beer Nights**



**Invite Local  
Bands**



**Youth Soccer  
Nights**

“I feel like we don’t really hear much about [Charleston Battery] in the way I hear and see ads for the Riverdogs. [Riverdogs] do some awesome promotions like dollar beer night that people love—almost everyone I know tries to go to those games which are normally on Thursday nights. Discounted alcohol/hot dogs is always the way to get people my age to go to things ”

**–Charleston Resident, Age 25**



## Successful for Riverdogs

Patrons flood to Riverdogs games to  
score on the great deals and enjoy  
their time

# Invite Local Bands

**1. Increase  
community roots**

**2. Demonstrate to  
locals games are for  
everyone**



**3. Provide incentive to  
attend games**



# Youth Soccer Nights

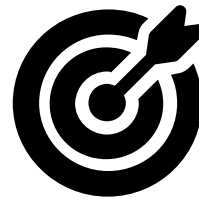
## Invite youth soccer teams to games

- Recognize kids on field at halftime (play shortened game)
- Kids walk out with Battery at start
- Meet Battery players after games

**Increase attendance**



**Create lifelong fans**



**Thank you!**

**Questions?**



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