MARKETING DIVISION I WOMEN’S BASKETBALL
Findings and tips from the NCAA’s 2015 positioning study

HOW COACHES CAN HELP

KEY FINDINGS
- A majority of respondents would like to see coaches become more visible in the community
- Parents of young girls are in favor of a youth coach certification program

ACTION ITEMS
- Create a plan involving the women’s basketball coach in the community, either in-person at a Girls Inc. program/Big Sisters event or online, via a Twitter takeover or Instagram messages
- In the offseason, create a camp for girls’ basketball coaches, where they learn the best coaching methods, on and off the court

MEDIA COVERAGE

KEY FINDINGS
- Almost two-thirds of women in leadership and half of the business community surveyed believe there is not enough women’s basketball media coverage to consider supporting the sport
- Nearly 40 percent said they don’t think women’s basketball has enough media attention to keep them interested

ACTION ITEMS
- Create content around the players’ lives and paths to the sport and promote it online
- Send information about game promotions and community efforts to local media outlets
- Leverage increased media attention to build business relationships
- Include data about the coverage of women’s basketball in your sponsorship pitch
**IN-VENUE EXPERIENCE**

**KEY FINDINGS**
- Seven in 10 respondents think having giveaways at games is a great idea.
- Respondents rank being entertained at a game as the most important factor when determining whether they will attend (as opposed to the quality of the competition or the cost of tickets).
- Less than half of respondents agree that women's basketball games have enough music and entertainment to make the games fun to attend.

**ACTION ITEMS**
- Increase entertainment efforts, focusing on collaboration with corporate partners.
- Provide unique giveaway items to fans.
- Coordinate communication about in-venue performances or activities that take place at games.
- Research other campus or community events and apply their best practices.

**TICKET SALES**

**KEY FINDINGS**
- About half of respondents think that women's college basketball provides affordable tickets.
- A majority of respondents like the idea of group ticket packages to increase attendance instead of reducing ticket price.

**ACTION ITEMS**
- Ticket value is important to a majority of avid fans and local residents, so consider added benefits such as VIP experiences and discounted concessions.
- Provide different price levels based on seat location to keep ticket value intact while giving fans pricing options.
- Price tickets based on the progression of the season (e.g., nonconference tickets would be less than conference games and a conference tournament would be more than a regular-season game).

**SPONSORSHIPS**

**KEY FINDINGS**
- Most professionals surveyed would not consider sponsoring an event more than 100 miles away.
- The same group indicated that “Sponsor Days,” with sponsor giveaways at games and a sponsor-supported community project, were appealing.

**ACTION ITEMS**
- Offer sponsorship opportunities that focus on community building, especially those that provide businesses opportunities to “piggyback” on local team pride and loyalty.
- Increase fan giveaways, shows or concerts during games.
- Partner with local restaurants to host viewing parties.
- Look for opportunities that align with the sport or existing needs, e.g., a sports medicine practice or a printing company.