

TAYLOR SKINNER | BRAND & EXPERIENTIAL MARKETING



**ATL HAWKS GAME DAY ACTIVATION CONCEPT**

**CITY PULSE**

**A CULTURE-DRIVEN GAME DAY EXPERIENCE**



# CAMPAIGN FRAMEWORK

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# CAMPAIGN OBJECTIVE



Increase Gen Z attendance during regular season home games.



Deepen cultural connection between the Hawks and the Atlanta community



# TARGET AUDIENCE

Primary:  
18-28 year old students and young adult  
professionals



Psychographics:  
Culture-forward, social-first, experience-  
driven, value community and  
representation

Geographics:  
Atlanta-based



# CULTURAL INSIGHTS

Gen Z doesn't just attend games. They attend experiences worth documenting.

Atlanta is NOT just a sports city - it is a cultural capital (music, fashion, and black entrepreneurship).

The Hawks can position game day as a cultural event, not just a basketball game.

# ACTIVATION CONCEPT

01

Location:  
Outside State Farm Arena(2-3 hours  
before tip-off)

02

Features:

- Local Black Owned vendor marketplace (Ex: Black Coffee, Atlanta Breakfast Club, Your Roots Beauty Supply, Trap Music Museum)
- ATL DJ & Artist spotlight (Ex: DJ Milez Miles, T.I, YK Niece)
- AR-powered photo booth featuring Hawks players
- QR code registration for exclusive post-game meet & greet lottery
- Free T-shirt



# T-SHIRT MOCK-UP



Two Weeks Before

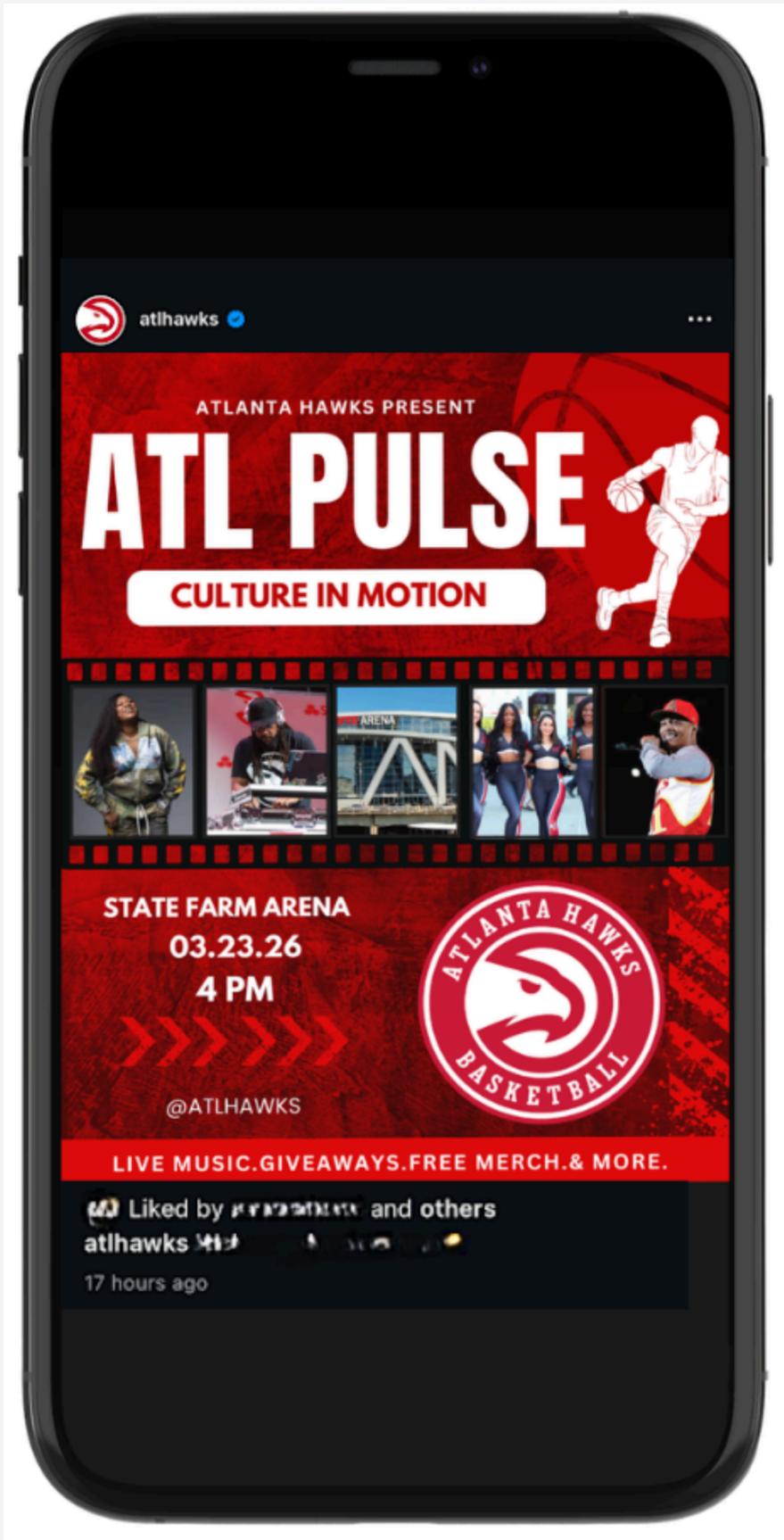


Game Week



Game Day





# SUCCESS METRICS

**01**

Game attendance

**02**

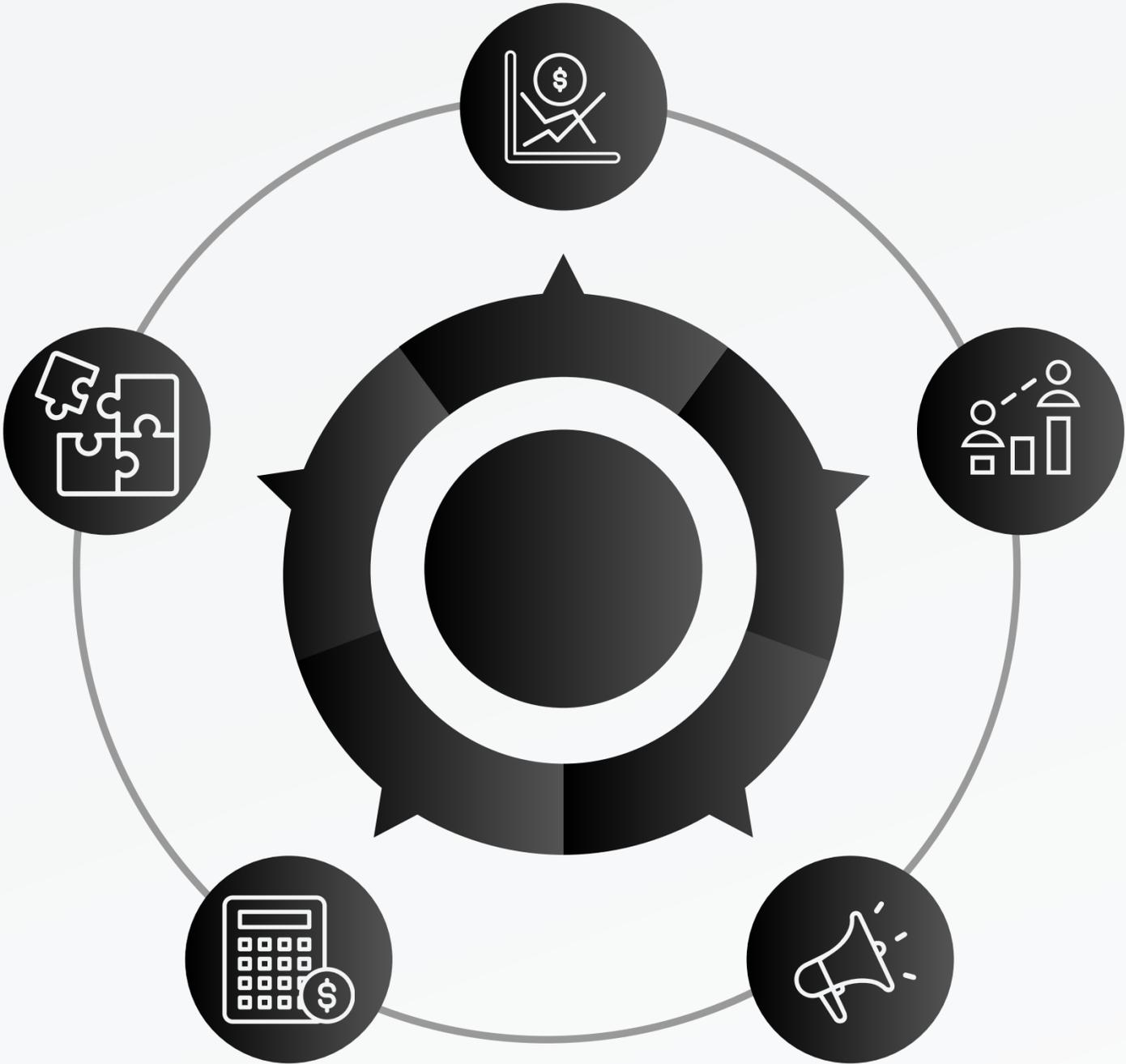
QR Registrations

**03**

Social Engagement

**04**

Email Capture Growth



# STRATEGIC IMPACT



**Positions Hawks as culture leaders**



**Strengthens local partnerships**



**Drives ticket revenue**



**Builds long-term community equity**

# BUDGET ANALYSIS

## PRODUCTION & SET UP

- Stage/Sound/Lighting: \$12,000
- Vendor Booth Set Up (tents, tables, signage): \$5,000
- AR Photo Booth: \$7,500

## MARKETING & PROMOTION

- Micro influencer Partnerships: \$5,000
- Paid Social Ads (IG & TikTok geo-targeted ATL): \$7,500
- Content Productions (videographer, Recap Edit): \$4,000

## TALENT & ENTERTAINMENT

- Headline ATL DJ: \$3,000
- Supporting Artist: \$65,000
- Security & Event Staff: \$6,000

## MERCH & INCENTIVES

- 500 Custom T-shirts: 16.87=\$8,435
- QR registration prizes/ Meet & Greet Logistics: \$2,500

## OPERATIONS & MISC.

- Permits/Insurance: \$3,500
- Contingency (10% buffer): \$7,000

**ESTIMATED TOTAL BUDGET : \$130,000-\$145,000**

# ROI PROJECTION

**01** 500 New Gen Z attendees  
Avg Ticket Price = \$45  
**=\$22,500 in direct ticket revenue**

**02** Avg Gen Z merch spend = \$35  
500 attendees x \$35  
**= \$17,500 additional merch revenue**

- Increased merchandise spend
- Long-term fan lifetime value
- Brand Partnerships

This activation is designed not only for immediate ticket revenue, but long-term Gen Z fan acquisition and cultural brand equity.

# STAY CONNECTED

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