



# 2020 Best Practice Club Newsletter: Issue 5

## Newsletter Objective

The goal of this newsletter is to identify and disseminate best practices throughout and from outside of the NFL across all business functions. The content herein involves input and content creation directly from Clubs.

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# Carolina Panthers: Power Play: Up Close with Women in Sports!

**Overview:** Tepper Sports and Entertainment, in conjunction with Charlotte's chapter of WISE (Women in Sports & Events), held a networking event entitled "Power Play: Up Close with Women in Sports!" The event took place on Wednesday, March 4th, the first week of Women's History Month and prior to International Women's Day at Bank of America Stadium.

The event included a panel of some of Charlotte's most influential women discussing work/life balance and how to be a part of the workplace of the future. The event was free and included food, beverage, the panel, networking, and an optional tour of the stadium.

The panel covered a variety of topics with a primary focus on navigating the ebb and flow of work/life balance (or what it really means in application) and the workplace of the future.

Speakers were chosen based on their strong experience in the sports and entertainment industry and diverse background. The Panthers wanted to feature internal leadership, while also incorporating other organizations from Charlotte including a speaker from the team's NBA neighbor, the Charlotte Hornets, as well as a speaker from the agency side.

**Ideation:** Tepper Sports & Entertainment has Thrive, an internal employee resource group that provides resources and support to help women thrive in life and career through networking, mentorship and outreach.

During a committee meeting, there was a discussion about what type of event or activity would most interest the group regarding females in the sports industry. The committee landed on an event that would allow the women of Tepper Sports & Entertainment to get to know their peers currently working in the large sports market that Charlotte has and hear about topics that affect people's everyday lives in a panel format, rather



## Carolina Panthers: Power Play: Up Close with Women in Sports!

than the typical networking event/topic of how to get your next job. At Tepper Sports & Entertainment, there are strong and influential women as part of the leadership group. For the organization, it was important to showcase their achievements and their knowledge to help empower those that look up to them and show that they can be just as successful. Networking and bonding internally also helps open up the communication lines for potential mentorship relationships between women in different departments throughout the organization.



**Metrics:** The event had over 180 local sports and entertainment professionals, both men and women, in attendance. The event was free and had a 90% show rate. A testament to the event's success was the frequent positive feedback and questions about when next event will be.

All Tepper Sports & Entertainment employees, WISE members, and local Charlotte sports & entertainment industry professionals were invited to attend the event. Looking forward, Tepper Sports & Entertainment plans to make this a yearly event. It will evolve as new speakers and topics are selected each year.



## Seattle Seahawks: Read Across America Day

**Overview:** The Seattle Seahawks Community Engagement team, along with mascot Blitz, two Seahawks Dancers, and #33 Safety Tedric Thompson celebrated Read Across America Day with the students, faculty, and parents of Thurgood Marshall Elementary School in Seattle on March 2<sup>nd</sup>. The elementary school shifted their normal Friday all-school assembly to “Blue Monday” to celebrate with the Seahawks.

The Seahawks staff, talent, and players arrived early on Monday morning to rehearse the flow of the assembly in preparation for the event at the beginning of the school day. Principal Katherine May opened the assembly with a few remarks, then introduced Seahawks Community Engagement Coordinator Midori Hobbs, who was the emcee. Hobbs hyped the kids up (within reason!) and introduced Blitz, the Seahawks Dancers, and Thompson.



As Tedric read the book, the Dancers held up signs that read “All Are Welcome Here,” signaling a call-and-response from the students. Following the book reading, a Seahawks superfan who happened to be special needs, closed the assembly by leading the SEA-HAWKS! chant.

After students returned to their classrooms, the talent and Tedric Thompson were guided to five classrooms, mostly classes with special needs students, to meet and greet with the students, hand out custom Seahawks bookmarks, and emphasize the importance of reading and the importance of teachers. At the close of the school visit, the Seahawks gifted the school a copy of the book “All Are Welcome” autographed by Tedric and the talent, along with a 12 flag.

When choosing a place to visit, the Seahawks wanted to ensure that they visited a school with a diverse student population in Seattle (the racial makeup is: White (40.2%), African American (21.6%), Asian (17.3%), Hispanic (6.1%), Other (14.8%)).

In addition, the team wanted to support the Seattle Super Readers, a strategic, five-year initiative spearheaded by Seattle Public Schools (SPS), whose goal is to make sure 100% of students become strong readers by 3<sup>rd</sup> grade. Additionally, the Seahawks strive to continually support the Department of African American Male Achievement (AAMA), which ensures SPS has the cultures, competencies, and community connections needed for all Black and African American boys and young male students to be successful.

## Seattle Seahawks: Read Across America Day

**Ideation:** The Seahawks wanted to bring an interactive, fun, 20-minute assembly to an elementary school in Seattle. Hobbs started communication with the school principal approximately one month prior to plan for the assembly and they worked together to identify a book to read, event logistics, learn more about the school and the school's needs. The Director of Legends & Player Engagement helped identify a player that was available and willing to support the event by reading the designated book.

Melissa Schiller, Director of Community Relations at the NFL, connected Hobbs with Kathryn Starke, a literacy advocate, author, and creator of "Tackle Reading." Kathryn was able to provide some resources, books, and idea to highlight Read Across America Day.

Instead of the traditional reading of a Dr. Seuss book on Read Across America Day, the team opted for a story that celebrates diversity and inclusion. "All Are Welcome" follows a diverse group of children who come together for their first day of school, where everyone is welcome with open arms. Three lines of rhyme conclude with the line "All are welcome here" throughout the book and big words and concepts ("We're part of a community / Our strength is our diversity / All are welcome here") are presented in a way young students can understand.

The illustrator of the book, Suzanna Kaufman, is a Seattle-native and Seahawks fan. She grew up going to Seattle public schools and still lives in Seattle with her family. Her illustrations in the book are a direct reflection of the diversity she, and now her own children, experience and celebrate diversity in Seattle schools.

For many of the students, this was the first, and may be the only in-person touchpoint they ever have with the Seahawks, so the organization always strives to make in-person events as enjoyable and unique as possible. Even if the students are never able to attend a game or meet a player, the team wants to leave a lasting

impression that the Seahawks value education while being a good neighbor by celebrating and embracing diversity.

**Feedback:** Thurgood Marshall Elementary is a K-5 school with a student population of 560. Post-assembly, some of the teachers and the principal gave immediate feedback! The most notable feedback was many special needs students were able to engage and very excited, which is not always the case with special needs students. Below is an email the team received from the school principal:

"Thank YOU so much for coming to our school! Your team was amazing – so positive and kind! Thank you so much for sending the pictures to us – they turned out great and your photographer was amazing at avoiding kids' faces! We will have a thank you coming to you from our students, too. Can you let me know an address where we can send it? You really made everyone's day. Especially some of our students with autism that are fixated on the Seahawks. A few were just besides themselves! We appreciate you doing this for our kids!!"



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## Washington Redskins: Grabbin' a Bite

**Overview:** Both during and out of the season, the Washington Redskins have worked to release a digital show entitled, "Grabbin' a Bite" which features a weekly sit-down with a player during the season and a coach in the offseason in a relaxed setting for a lengthy off the field Q & A. The show is rolled out on a weekly basis in-season and monthly during the other months.

Grabbin' a Bite is meant to be very conversational as the questions focus mainly on player and coach background information, so fans have the opportunity to learn more about their favorite members of the Redskins organization. Additionally, digital staff proactively reach out to both current and former coaches and players to reveal unique stories about their past.

The show is typically filmed at a top local restaurant in the Ashburn, Virginia area near the team's training facility. The location serves as a natural partner for Grabbin' a Bite, however the show has also been used for Sponsorship and Marketing purposes to convert new prospects and reward current partners helping to provide a personal connection to players.



**Ideation:** Using League input last season, the goal was to expand access to Redskins' player personalities, taking the "Helmet off" and getting to know them away from the gridiron, expanding the team's efforts for access-driven content. The table setting is a good way to allow the interview subject to feel at ease and reveal their true personalities.

Last year as the season continued on, the Redskins selected players whose stories were timely for this type of interview setting. In the offseason, the content team chose other integral members of the front office including newly introduced Head Coach, Ron Rivera.

Looking forward, the Redskins plan to enhance distribution by creating opportunities for audience participation as well as increasing snackable bites for social. The show will also be packaged into shorter segments for sponsorship prospects.



## Jacksonville Jaguars: Guest Lockers

**Overview:** On gameday at TIAA Bank Field, the Jacksonville Jaguars have implemented lockers sponsored by Atlantic Self Storage for fans to use throughout the course of the day. The lockers are owned and operated by LOKnCHARGE and managed on event day by Jaguars Fan Experience staff. Fans are able to purchase a locker on their mobile device, or via the iPads on-site, to store their bag and any items that may be prohibited into the stadium (excluding weapons).

The lockers are located at the South End of the stadium, near the Daily's Place Amphitheater and Dream Finder Homes Flex Field facility. They are about 100 yards from the nearest entrance gate and cost \$7.00 for a standard (6' x 11' x 15') and \$10.00 for a large (12.5'x11'x15'). Fans receive an individual locker number and combination immediately after booking. Guests are required to go through a security bag check before entering the locker footprint to ensure that no weapons or dangerous items are being placed inside the lockers.

The lockers are contained in old shipping units and are able to be locked up and kept outside of the stadium, secure, year-round. The Jaguars are responsible for opening and closing the lockers during events. Although the lockers are present on gameday, the Jaguars do not advertise the lockers in any pre-game communication. The team continues to educate fans on the NFL Clear Bag Policy and offer the option of lockers if they arrive at the stadium and are non-compliant with the policy. Team staff is aware of the location as there is also signage around the gates.

Additionally, there are fliers that the club gives out where fans can write their locker number and combination on in case their mobile device dies during the event. This is in addition to instructions, a map and a phone number to call with questions post event, the fliers are the exact size of a permitted non-clear bag.

**Ideation:** The ideation process behind the lockers was to give fans another option for prohibited bags and items rather than throwing items away or bringing it back to their vehicles. There is always a small sense of frustration in fans when they arrive at lockers, as they have been turned away from the gates for having a prohibited bag or item. At the lockers, Fan Experience Representatives are able to have more touchpoints with fans when that

frustration hits. The team is able to walk them through the process, assist with keeping their items safe and educate them on the NFL Clear Bag Policy for future events. The Jaguars have noticed a significant decrease in bags left post game from our previous operation of a complimentary bag check.





Life happens. We have **SPACE**.

## LOCKERS FOR RENT

STANDARD \$7 - Taxes    LARGE \$10 - Taxes

Directions

- 1

Go to [www.jaxlockers.com](http://www.jaxlockers.com)
- 2

Select event, locker size & enter credit card information
- 3

Receive email confirmation with locker number & lock combination

LOCK YOUR BELONGINGS

ENJOY THE EVENT!



Contact With Us



Contact Info: Sarah Mathis  
([mathiss@nfl.jaguars.com](mailto:mathiss@nfl.jaguars.com))

## For the “Outside Industry Thought Starter” below, we have highlighted the Sacramento Kings and their Black History Month Recognition Platform



\*All examples contained herein are meant to serve as thought starters. Please note that Clubs must comply with all League policies & guidelines.

### Sacramento Kings: Black History Month Recognition

**Overview:** The month of February is nationally known as Black History Month. In celebration, the Sacramento Kings made an effort during the month to highlight the achievements of African Americans throughout their local community, including members of their own organization.

The team took extraordinary steps to celebrate the hard work and efforts of many in the Sacramento Area. These celebrations were done in various forms, including breaks in the action during games and with content on social media and the team website.

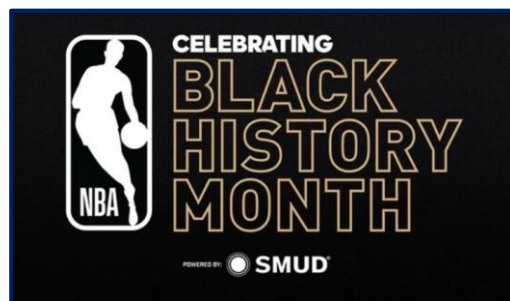
The team put out the following statement regarding Black History Month: “The Sacramento Kings strive to highlight our diverse culture throughout the organization and beyond. During Black History Month, we wanted to shine a spotlight on black leaders in the Sacramento region as well as our team members that help make our organization whole.”

Five locals were chosen as Dream All-Star Awardees by the Kings staff members and community members based on their accomplishments and commitment to the Sacramento Region. In addition, each home game contained special in-game programming to bring about awareness and education on topics that continue to impact the African American community.

On non-gamedays, the Sacramento Kings Foundation hosted youth from local studios to meet with their cheerleaders amongst other events. The team also hosted a conversation led by black employees for team members to share their career and life experiences to advance the understanding of how diversity affects individual journeys.

#### Thought Starters

- ❖ Opportunity to celebrate employees in a meaningful way
- ❖ Opportunity to connect with the local community for a major celebration
- ❖ Opportunity to honor black history to further contribute to the team and city





## For the “Outside Industry Thought Starter” below, we have highlighted the Professional Women Hockey Player Association’s Event



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### PWHPA: Women’s Hockey Showcase

**Overview:** On March 6<sup>th</sup> through 8<sup>th</sup>, some of the best hockey talent in the country came together to put on a showcase for younger fans. The Professional Women Hockey Player Association (PWHPA) made the final stop on their Dream Gap Tour in Tempe Arizona to host a girls hockey clinic and much more.

Throughout the weekend, girls of varying ages were able to take the ice with a few PWHPA members and work on skills and skating. Players such as Kendall Coyne Schofield, Rebecca Johnston, Megan Keller and others were in attendance for the weekend. In addition, the members of the PWHPA played games at the end of each day to entertain the crowds, and a match against Arizona Coyote alumni was held at the conclusion of the weekend.

Two-time Team Canada Olympic gold medalist Marie-Philip Poulin, who was a part of the Dream Gap Tour’s stop in Arizona, said, “We try to touch every part of the country and we want to see that growth in women’s hockey all around the country.” She continued, “For little girls ,if they can’t see it, they can’t be it, and that’s huge, so when you have the opportunity to be out there and be visible, reach out and be that role model.”

One of the main reasons the PWHPA focused on Arizona as one of their stops was the Arizona Coyotes efforts to help expand female hockey both in the region and around the country. The Kachinas Youth Girls Hockey Association that is associated with the Coyotes now has a total of nine teams, and according to USA Hockey, for the 2018-19 season, Arizona ranked first among US NHL Markets in total percentage growth among female hockey players.

#### Thought Starters

- ❖ Opportunity to celebrate female empowerment and their role in sports
- ❖ Opportunity to allow female football players to gain new skills and enhance existing ones
- ❖ Opportunity to connect with the future of the sport in a meaningful way



## For the “Outside Industry Thought Starter” below, we have highlighted Tottenham Hotspur and their Holiday Card Design Contest



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### Tottenham Hotspur: Holiday Card Design Contest

**Overview:** Come the holiday season, young Tottenham Hotspur fans have something to look forward to each year. For the past few seasons, the team has been hosting a competition for junior members to design the team holiday card.

Recently, Tottenham began promoting this competition targeting the younger demographic. Fans who were a member of their “Junior Members” club could design a holiday card and submit it to the team for a chance to win. Designs were submitted through mail, e-mail, the club website or even social media channels.

The grand prize winner each year would have their design selected as the team’s official Christmas card, while also receiving a special “golden ticket” to attend the team’s Christmas party.

Attendance at the party includes a chance to visit the stadium, meet players, and play party games.

Becoming a Junior Member of the Tottenham fan club costs \$8 per season. It includes exclusive items and events in addition to the opportunity to receive a special Christmas gift during the holiday season from the organization.

The team also felt this would be a good way to interact with their fans on social media. Throughout the entry period, the club would share holiday card designs from past and current years on their social media channels to hear the thoughts from fans as to who would be the main winner.

#### Thought Starters

- ❖ Opportunity to engage the younger fan base in a creative way
- ❖ Opportunity to create year-round contests around calendar events
- ❖ Opportunity to reward fans for their loyalty to the organization



## For the “Outside Industry Thought Starter” below, we have highlighted the Memphis Grizzlies and their Media Content Strategy



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### Memphis Grizzlies: In-House Media and Three-Mode App

**Overview:** The Memphis Grizzlies wanted to ensure that fans would be able to find all information about their team in one centralized location. With this in mind, the team has restructured their app to include three modes utilizing their in-house media arm.

The current iteration of the Grizzlies Mobile App allows fans to access three different areas: the standard team app, the FedExForum and Events app, as well as the team’s content production arm, Grind City Media.

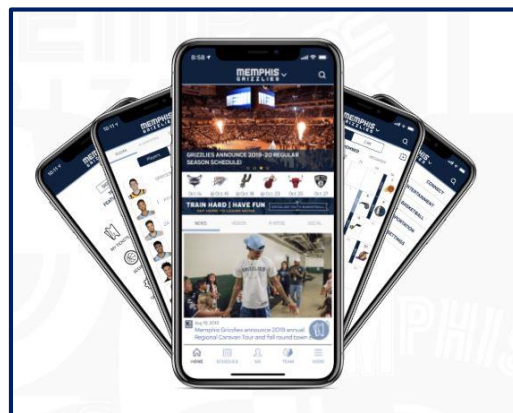
Originally, the Grizzlies felt the need to make the mobile app a must-have for fans due to the necessity of mobile ticketing. Once the idea of Grind City Media came to be, it made more sense for the Grizzlies to integrate this into their existing app rather than create a new one.

Speaking on the idea of having the team create their own content for the app, team VP of Marketing, Rolanda Gregory said this was the biggest draw to fans. “No one knows the team better than we do. When we look at the local outlets, it surpasses what they do. If anyone should be talking about the team and impacting that daily knowledge, we should have a shot at doing that, so we’re expanding coverage and bringing on talent.”

While the Grizzlies are the main focus of the app, the content available for fans expands further than just basketball. Memphis-area sports are covered, in addition to podcasts on sports betting, video features, and staff reports covering the team and other sports in the market.

#### Thought Starters

- ❖ Opportunity to enhance the fan experience through technology
- ❖ Opportunity to better connect with fans on multiple media channels
- ❖ Opportunity to obtain data about your fans to further personalize their experience



## The Extra Point

1. We took a virtual tour of the KeyArena renovations. Here's a look at the future home of NHL Seattle  
([Geoff Baker / The Seattle Times](#))
2. A heartfelt surprise for a very special New York Mets fan  
([New York Mets / Twitter](#))
3. Flyers Seen As Leaders With Several Top Female Hockey Execs  
([Erin McCarthy / The Philadelphia Inquirer](#))
4. Rams begin new chapter with updated L.A. logo  
([Nick Shook / NFL.com](#))
5. Los Angeles Chargers Introduce Updated Bolt Mark and New Logotype; Uniform Unveil Less Than a Month Away  
([Chargers Communications / Chargers.com](#))
6. Texas A&M officials begin Aggie Park project  
([Brent Zwerneman / San Antonio Express-News](#))
7. New playbook: Women rising through NFL ranks at many levels  
([Barry Wilner / AP News](#))
8. Miami Dolphins showed Thursday how NFL business can go forward in age of coronavirus  
([Adam H. Beasley / Miami Herald](#))

