

A close-up photograph of a brown leather basketball with black lines, resting on a polished wooden basketball court floor. The lighting is dramatic, highlighting the texture of the ball and the grain of the wood. The background is dark, making the ball and the text stand out.

Georgia Spartans

Brand Marketing Strategic Plan



GAITER
SPORTS

Who We Are...

The Georgia Spartans is a semi-pro male basketball league, an affiliate of the United Men's Basketball League, that focus on giving players an opportunity to make it to the professional basketball level.

The Georgia Spartans will provide opportunities for players to become role models and have a reputable face in the community and also provide opportunities for schools, businesses and charities to raise funds and market their business.

Our Mission...

- The Georgia Spartans mission is to allow local and non-local players the opportunity to display their athletic skills through basketball.
- We will give aspiring basketball players an opportunity to play at a more professionally competitive level with the UMBL (United Men's Basketball League) as well as the possibility to advance their career to the NBA or International Basketball Leagues.
- We will take a leadership role in the community to give men of all ages a positive outlook on life through the game of basketball.
- We will strive in providing a positive avenue for young men to be a positive influence in a personal and community aspect.

Our Goal...

- The objective is to create a local avenue for athletes to play, develop, and become mentally mature to play the game of basketball.
- To be a positive role model!
- To provide a family fun venue where local small to mid-size, and large businesses can promote their products and services.
- To support local schools by fundraising initiatives and develop mentorship programs.
- To provide a location where local charities have the ability to raise money to support a great cause.

The ultimate purpose is to change lives!!!

Product Attributes



Players

- 🏀 The Georgia Spartans provides players the opportunity to play on a semi-professional level with the ability to gain skills to become a better basketball player. The player's goal is to become a professional player for the NBA or the International Basketball League. The Georgia Spartans will obtain profits through tryouts, vendors, sponsorships, team fees, player contracts and endorsements.

1-on-1 Basketball Training Camps

- 🏀 An athletic clinic to teach the basic fundamentals of the game of basketball. The program will give those who want to play professionally or school basketball team an opportunity to improve on their skills. Applicant requirements: Ages 6 to 17 years old and registration fee.

Target Market

- 🏀 The community, families, churches, businesses and schools define the primary target areas. Each group is to be surveyed in order to have an efficient understanding of the individualized audience wants and or needs may consist of. The team will have various outreach programs to advocate support for the community.

Financial Analysis

Budget



Promotional Approach

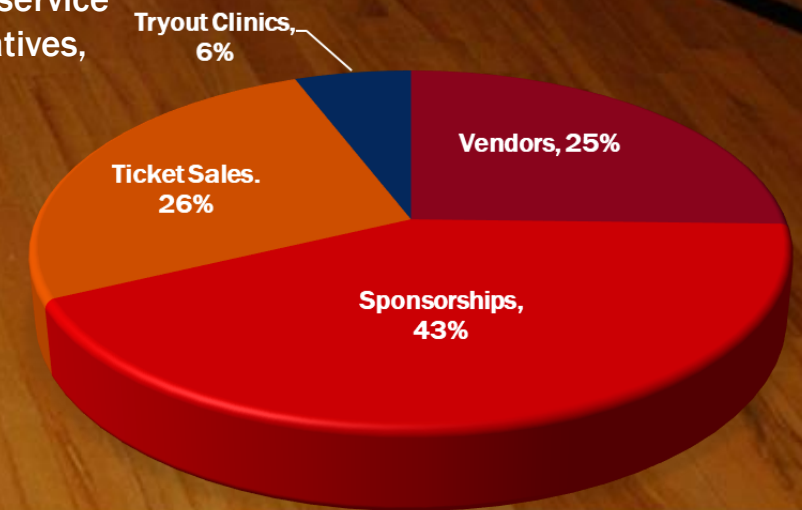
Materials such as brochures, newsletters, flyers, and websites will be used to promote the league. Advertising through word of mouth from students/parents, direct mail and a combination of radio & streaming digital broadcasting will be executed to promote the league. Currently, advertising funds is the biggest need for the team. Additionally, in the future the Georgia Spartans athletics season(s) and affiliate programming will be promoted through television broadcasting and or radio.

Pricing Strategy

The Georgia Spartans is a service-oriented team. Our pricing strategy is one of the most important decisions to be made. The target market must be willing to pay for the services offered; gross profits are budgeted to give back to local schools and charities as a donation. We will charge admission fees to watch the games in-person or live stream as a means to generate revenue that will service and support outreach initiatives, charities, and fundraisers.

Alternative proactive approaches will include group ticket sales, season ticket sales, fundraiser, & combining community events with a game(s). During the fourth year, plans are to work on receiving more grants to build a facility. Further research will be needed for this.

PROFIT



Sponsorship Packages “On The Court” ...

Basic \$500	<ul style="list-style-type: none">➤ Two (2) Season Tickets to the League➤ One (1) Vendor Table at all 45 Games➤ Organization/Business Name or Logo on Website
Bronze \$1,000	<ul style="list-style-type: none">➤ Four (4) Season Tickets to the League➤ One (1) Vendor Table at all 45 Games➤ Organization/Business Name or Logo on Georgia Spartans Website➤ Advertisement Space on the Georgia Spartans Backdrop
Silver \$1,500	<ul style="list-style-type: none">➤ Fifteen (15) Season Tickets to League➤ One (1) Vendor Table at all 45 Games➤ Advertisement on the Georgia Spartans Website➤ Advertisement Space on the Georgia Spartans Backdrop
Gold \$2,000	<ul style="list-style-type: none">➤ Fifteen (15) Season Tickets to the League➤ One(1) Vendor Table and Banner at all 45 Games➤ Sponsor “Walk of Fame” reserved spectator seating➤ Advertisement on the Georgia Spartans Website➤ Advertisement on the Georgia Spartans Backdrop➤ 30 Second Advertisement(s) on Live Stream of the Georgia Spartans Athletic Season Games
Platinum \$3,000	<ul style="list-style-type: none">➤ Twenty (20) Season Tickets to Georgia Spartans Athletic Season Games➤ One (1) Vendor Table and Banner at all 45 Games➤ Sponsor “Walk of Fame” reserved spectator seating➤ Advertisement on the Georgia Spartans Website➤ Advertisement on the Georgia Spartans Backdrop➤ 30 Second Advertisement(s) on Live Stream of the Georgia Spartans Website➤ Advertisement on the Georgia Spartans Website Game Tickets➤ Score Clock Banner➤ Organization/Business Name or Logo on Georgia Spartans Team Jersey’s

Conclusion

The Georgia Spartans will focus on taking players to the professional level of basketball; helping raise money for local schools and charities; and networking businesses and churches.

The Georgia Spartans will take a leadership role in the community to give young men a positive outlook on life through the game of basketball.

We will strive to provide a positive avenue for young men to be a positive influence in the community.

Thank you

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