

Customized Research Solutions for the Sports Industry



J.D. Power and Associates

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What do fans say about their experiences at your stadium?

How do you ensure that fans leave the venue feeling completely satisfied with their experience?

Are your sponsors satisfied with the partnership and level of service provided by your organization?

Do the operational aspects of your venue meet predetermined goals?

Is there concern on how players' actions on/off the field affect your organization's brand image?

What is the "buzz" about regarding your players, venue, organization, etc.?

For more than 15 years, J.D. Power and Associates has been helping sports organizations answer these questions and more by providing key intelligence and actionable insights. Whether your stadium is filled with the sound of thousands of chanting fans or houses the roar of race car engines, J.D. Power's information-based solutions can help your organization acquire and retain loyal fans and sponsors while also increasing your revenue stream.

Just as quickly as a player may be traded to another team, fan and sponsor sentiment can change. Collecting and analyzing feedback from fans is important to not only provide a highly satisfying experience, but to also better understand your fans' perceptions, expectations, intentions, and behaviors, which can help identify and drive improvement initiatives—as well as maximize your overall return on investment.

Industry Solutions

J.D. Power offers a comprehensive suite of customizable research solutions for the sports industry. These solutions allow your sports organization to understand the critical facets of your business that affect the bottom line, from fan experience, perceptions and satisfaction, to satisfaction among your sponsors.

Voice of the Fan Satisfaction Study

Sports fans are valuable and effective brand advocates, and also make a significant contribution to a sports organization's revenue stream. The *J.D. Power and Associates Voice of the Fan Satisfaction StudySM* examines all facets of the fan experience to help sports organizations identify attendants' needs and wants and uncover their brand perceptions, which assists in prioritizing organizational strategies that have the greatest impact on satisfaction.

The *Voice of the Fan Satisfaction Study* provides information that enables sports organizations to:

- Uncover the key drivers of fans' satisfaction with their game day experience
- Identify opportunities to increase season ticket/suite sales and renewals
- Analyze the likelihood of attendance at future games and recommendations to others to do the same



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Sponsor Satisfaction

Sports sponsorships are big business, and one of the best ways for companies to create brand awareness and advertise services. Given that sponsorship dollars are a significant source of revenue for any professional sports organization, capitalizing on and ensuring the health of this revenue stream is a top priority. The *J.D. Power and Associates Sponsorship Satisfaction StudySM* evaluates the relationship between your sports organization and your key marketing partners in order to better understand, manage, and make improvements to these relationships.

The *Sponsorship Satisfaction Study* provides information that enables sports organizations to:

- Examine key drivers of satisfaction among current sponsors
- Explore key drivers of commitment and loyalty among current sponsors to increase sales and maximize repurchase intent
- Gauge sponsor renewal/retention rates and identify new business opportunities

Mystery Shopping

J.D. Power's Mystery Shopping initiatives provide your organization with on-site objective measurements, audits, and individual accounts of the game-day experience. The resulting analyses and insights derived from this research are designed help you understand what your fans actually experience, the processes that are and are not being executed as designed, and how to improve.

Mystery Shopping provides information that enables sports organizations to:

- Examine key drivers of fans' satisfaction with their game day experience
- Evaluate the performance of game day staff and operations
- Identify the relative strengths, weaknesses, and opportunities to improve the operational performance of game day staff and facilities

Social Media Intelligence

Sporting events fuel conversations: *What did you think about the coach's choice to change the pitcher in the third inning? Did you like the new stadium? Should I renew my season tickets this year?*

J.D. Power's social media intelligence allows you to explore unsolicited fan dialogue on the Web. By conducting an extensive scrape of millions of fan discussions on social media and other online data sources, J.D. Power provides a holistic view of the amount, sentiment, and message behind fan-generated conversations relating to topics and issues of interest to your organization. This research is an invaluable addition to understanding the "voice" of sports fans and is a fast and effective response to meeting continuously changing fan needs and wants.

Social media intelligence research provides information that enables sports organizations to:

- Conduct brand management audits by measuring brand perceptions over time, assess sports fan sentiment, and identify key topics of interest
- Examine the effectiveness of a new initiative and receive immediate feedback on the marketing campaign effectiveness
- Explore fan insight by capturing their attitudes on a mass scale to better understand the motivation behind purchase decisions

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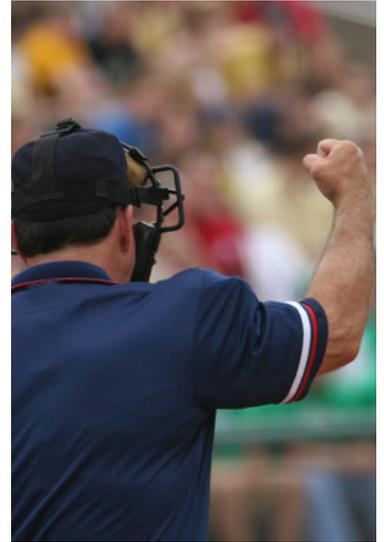


The Value of J.D. Power's Sports Research Solutions

J.D. Power's comprehensive suite of research solutions provide sports organizations with the market knowledge necessary to make changes, improve performance, drive sales, and ultimately enhance profitability. The value of these research solutions include:

- **Fan Satisfaction**—Establishes a benchmark of performance with existing fans and identifies the drivers of satisfaction that allow your organization to identify areas that will most improve performance.
- **Sponsor Satisfaction**—Uncovers the hidden questions and/or desires that sponsors have from which improvements can be made, to ultimately improve sponsor retention.
- **Mystery Shopping**—Provides an individual account of fans' game-day experience to identify areas for greater operational efficiencies and ensure high-quality service throughout the entire venue.
- **Social Media Intelligence**—Delivers unsolicited insights not only on what to improve, but also uncovers potential new sources of satisfaction and revenue not previously identified.

J.D. Power's comprehensive suite of research solutions provides the sports industry with actionable, client-specific research and solutions that transforms customer intelligence into initiatives designed to make a positive impact on a company's overall performance.



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