

ESPN+ MKT | Govs vs Everyone ▶ 3 CT
APSU has raised the bar for college athletics marketing

#1 Austin Peay submits for MTOTY
Today on ESPN+

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STATEMENT OF SUPPORT

Dear NACMA Marketing Team Of The Year review committee members,

I will start this letter like we start many opportunities here in Stacheville - it is a great day to be a Gov! I am excited and pleased to put my support behind Austin Peay State University's Athletic Marketing & Fan Experience Department to be recognized as the 2023 NACMA Marketing Team of the Year.

In my role as the Vice President and Director of Athletics, I have not only been more than please, but confident in each and every aspect of marketing and fan experience that this team provides. With the ever-changing landscape of both college athletics and fan expectations, this department has gone above and beyond to continue to develop and enhance the best possible experience we can offer.

In my experience and tenures at previous institutions, I have been around much larger departments with bigger budgets. Our marketing and fan experience department here at Austin Peay does far more with far less.

In this submission, you will see time and time again examples of how this talented and hardworking group of individuals have identified the best opportunities, capitalized on opportune times, and transformed this department to one of the best in the country.

What truly stands out most about this department is their commitment to put the student-athletes, the department, and the fans before themselves - they lead from the back as they continuously provide incredible experiences and opportunities for this entire community.

Thank you in advance for your consideration of Austin Peay for the NACMA Marketing Team of the Year.

Best, and as always, Let's Go Peay!



GERALD J. HARRISON
Vice President and Director of Athletics

ABOUT US

MISSION, VISION, TOTAL GOV CONCEPT

Austin Peay State University athletics, located in Clarksville, Tennessee, seeks to facilitate a culture of excellence that equips and empowers our Govs (student-athletes) for lifelong success. We are passionate about providing the best experience for all of our student-athletes, alumni, and fans. Austin Peay athletics is lead with the vision to become the premier mid-major Division 1 athletics department by providing our student-athletes with an exceptional experience in a culture of excellence for all Governors.

Our marketing team is lead by one goal; to emphasize the message of the Total Gov Concept. The foundation of the Total Gov Concept is to expect success, attack challenges with enthusiasm and believe there is a way to perform to our fullest potential. Delivering the best possible atmosphere for our student-athletes by providing our fans with a power 5-level experience is and idea that our marketing staff is committed to and continues to work towards providing.

MEET THE TEAM



JORDAN HARMON
Deputy Director of Athletics
Competitive Excellence & Championship Resources



COLE LANGFORD
Director of Marketing and Fan Experience

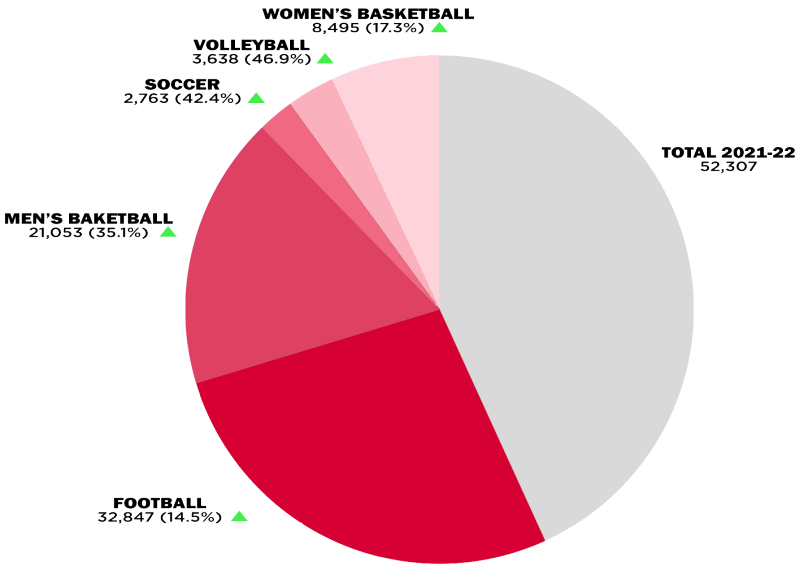


ERIN WHITE
Marketing Coordinator

REVENUE GENERATION

REVENUE YTD

The following data reflects our financial success as of March 15, 2023 as it relates to game attendance and ticket revenue. Please note that our Baseball and Softball are not listed. This information will be made readily available upon request from the committee.





FOOTBALL REVENUE
$418,035
21% INCREASE



MEN'S & WOMEN'S BASKETBALL REVENUE
$146,519
37% INCREASE



BASEBALL REVENUE
$38,875
133% INCREASE



SOFTBALL REVENUE
$2,455
75% INCREASE

REVENUE GENERATION

GOVS GEAR

GOVS FAN SHOP, FANATICS, CAMPUS BOOKSTORE

Over the past year our staff received feedback from numerous fans who wanted to purchase more trendy athletics gear. Our marketing team immediately saw this as an entry point to attract new fans and satisfy the wants and needs of our existing fans. By working with other departments on campus, we were given the ability to promote not only new creative athletics gear that was more tailored to families in and around Clarksville, but also fun items that improve the tailgating atmosphere for all of our sporting events (ex. corn hole boards).

Throughout the year our team continued to promote limited-time apparel as well as other unique items that our marketing staff designed to help drive traffic and increase online sales.

GEAR IN DOWNTOWN NASHVILLE

Our partnership with SS&E LLC. has opened the doors to a wide range of opportunities for our staff - one of which is how we reach potential Governor fans in Nashville and Davidson county. With help from our partners in Nashville, we were able to secure space in the Nashville Predators team store within Bridgestone arena in downtown Nashville.

REVENUE YTD 2021-2022
$27,883.63

REVENUE YTD 2022-2023
$28,745.78

THIS DOES NOT INCLUDE SALES AT BRIDGESTONE ARENA









REVENUE GENERATION

FOOTBALL TICKET OFFER

In addition to purchasing season tickets, Govs fans had the opportunity to purchase tickets to the last regular season game at Alabama, as well as priority access to Austin Peay and Nashvile Predators events. Being that this was the team's first ever trip to Bryant-Denny stadium and the value of this offer was so great, our staff worked to leverage this offer to our fans through a variety of advertising avenues.

Our team also created various billboards throughout the season that promoted other limited-time offers; for example, discounted individual and group tickets!



AUSTIN PEAY GOVERNORS

Gov Nation,

On November 19th Austin Peay will travel to Tuscaloosa to take down Alabama! We're only six weeks away and have a very limited number of tickets. This is your special offer to secure yours NOW before we sellout!

Tickets are just $50 per person, give us a call today at **931-221-7329** or email Johnny Mitchell at jmitchell@ssellc.com



For best results, please use Chrome or Edge web browsers.

Manage your preferences | Opt Out using TrueRemove™
Got this as a forward? Sign up to receive our future emails.
View this email online.

681 Summer Street None | Clarksville, TN 37044 US

This email was sent to 1ewhite41@apsu.edu.
To continue receiving our emails, add us to your address book.

emma







REVENUE GENERATION

BLAZIN' VIPEAY ZONE

The *BLAZIN' VIPEAY Zone* was a new opportunity this season for Govs fans to enjoy a tailgating-like atmosphere at our football games from behind one of the endzones at Fortera Stadium throughout the season. This not only added another premium option for our fans, but also elevated our atmosphere and fan experience throughout the year.



GOVS FEST PRESEASON EVENT

Prior to the 2022 football season, we hosted our first *Govs Fest* preseason event at Fortera Stadium! *Govs Fest* was an event filled with excitement for our fans. Gov Nation enjoyed tailgating games, various food trucks, live music, face painting, inflatables, occasional prizes, and the ability to connect with our student athletes and coaching staff at a meet and greet and autograph session.









REVENUE GENERATION

GOVS MADNESS PRESEASON EVENT

Before the 2022-2023 Austin Peay basketball season, we held another free event to raise excitement prior to the first home games - our second annual *Govs Madness* preseason event. Govs fans, alumni, and sponsors had the benefit of meeting both of this year's basketball teams, witness each teams' poster unveilings, team scrimmages, and take part in on-court contests, giveaways, and autographs. *Govs Madness* gave all fans an opportunity to purchase season and/or single game tickets for the upcoming season as well as the ability to gain exclusive rewards that would last the entire season (ex. preferred parking and select game access to our premium VIPEAY Hoops area).

CRAFT BEER DAY

This event was designed to bring together local breweries from the middle Tennessee area and Stacheville during one of our home men's basketball games! With the attendance of six local brewers, we generated $1,200 in additional revenue for our first ever Craft Beer Day.



REVENUE GENERATION

#ItsGipsonWithAPeay

Turnover among coaches is something that all of us get used to in our industry. Amidst the hiring of new Austin Peay Baseball Head Coach Roland Fanning in the summer of 2022, our marketing staff was able to jointly direct the charge in creating hype and revenue for the upcoming season. This push managed to eventually triple the amount of season ticket holders we had for baseball; thus, generating record breaking revenue.

With this previous experience in mind, our entire department knew that we had a great opportunity on our hands when we hired coach Corey Gipson following our 2022-2023 men's basketball season. The former Governor assistant coach and student-athlete made this opportunity to push tickets and build hype even greater. Our efforts began with the announcement from our athletic department of Coach Gipson's hire. As our marketing staff looked for unique trends that we could emphasize amongst our fan base, we discovered a new hashtag emerge: *#ItsGipsonWithAPeay*. From then on we decided to run with this message.

Additionally, our Athletic Director, Gerald Harrison, made it clear that we needed EVERYONE at the *Welcome Home* celebration for Coach Gipson - hosted inside of the newly built F&M Bank Arena. For an added push, our marketing staff sent email blast to roughly 44k people across the region and even created a special note from AD Harrison.

As a result of our efforts in conjunction with our ticketing staffs', we were able to generate roughly $10,000 in season ticket revenue for next season within the first week of Coach Corey Gipson's hiring.



TO WHOM IT MAY CONCERN,

In light of today's *Welcome Home* celebration for new Austin Peay Men's Basketball Head Coach Corey Gipson, we hereby permit _____ to leave work early this afternoon.

All of Gov Nation is expected to attend today's festivities on time at the newly built F&M Bank Arena in downtown Clarksville, TN.

Thank you for your cooperation. For any questions or concerns, please make a first payment for your season tickets.

LET'S GO PEAY!

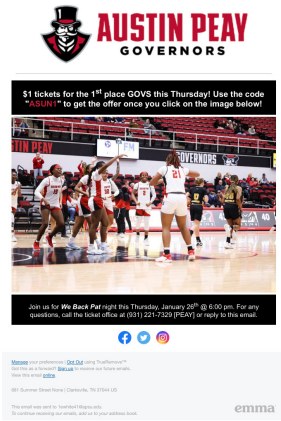
Vice President & Director of Athletics for Austin Peay State University
Gerald J. Harrison

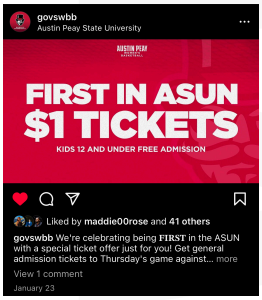


WOMEN'S BASKETBALL FLASH SALE INITIATIVE

Our marketing team successfully capitalized off of our women's basketball team's success. While on the road during conference season, our women's basketball team was tied for 1st place. Our goal was to boost attendance through a $1 ticket campaign and flash sale. Additionally, we worked with a sponsor to provide mac and cheese bites to our student population as an incentive to attend the game. As our staff advertised the upcoming game to our students, we were delivered free donuts on campus with our women's basketball team, sent emails to all previous single game ticket buyers and season ticket holders, and posted the sale on multiple social media accounts.

This Flash sale campaign brought in an attendance increase of 38.8% in comparison to our season average.

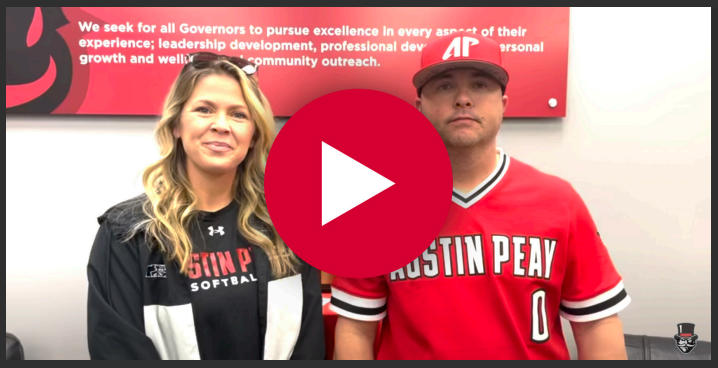






REVENUE GENERATION





SHAWN KELLEY 'K' CLUB

The Shawn Kelley 'K' Club is a premium viewing opportunity available to all Governor fans. Located inside the Downey Baseball Operations Center adjacent to Joe Maynard field at Raymond C. Hand Park, the K Club features all you can eat snacks and adult beverages in an enclosed viewing area with outdoor seating available.

BASEBALL & SOFTBALL TICKET INITIATIVES

BANG! That's first year Austin Peay Head Baseball Coach Roland Fanning's motto. Our marketing staff used his enthusiasm to get Austin Peay Baseball back to the glory days to our advantage. After having multiple conversations with our ticketing staff, our strategy to encourage APSU Baseball and Softball alumni and fans back to campus all started with the creation and promotion of personal messages from coach Fanning and coach Stanfill.

Through our partnership with SS&E LLC., our staff was also able to develop and deliver a variety of offers including the ability to gain access to remaining home basketball games - the last men's and women's basketball games hosted inside of the Winfeld Dunn Center - and a unique referral program that gave fans the opportunity to gain rewards for their support.



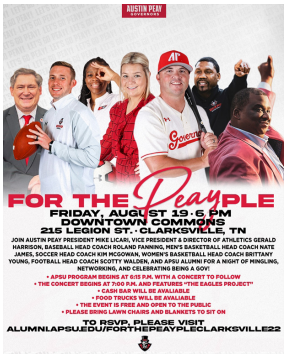
BRAND AWARENESS

FOR THE PEAYPLE TOUR

In our athletic offices, you're either For the PEAYple, or you're not. Being For the PEAYple essentially means that you will do what it takes to be present, supportive, and active in our Austin Peay community. Being a play on words, For the PEAYple began to gain traction, and shortly after, we created t-shirts to give out in the community. Furthermore, our university's advancement used the phrase as the headlining name for their annual summer coaches tour.

The For the PEAYple tour consisted of our university president, athletic director, and coaching staffs. In areas surrounding the Tennessee region, the event allowed alumni, fans, and donors the ability to mingle with our athletics' department as we began to gain momentum for the upcoming year.









SEE RED FRIDAYS

Every Friday is See Red Friday for the Governors. See Red is a term that our athletic director coined upon his arrival to Stacheville. From this, our marketing staff created opportunities for fans to benefit on a weekly basis through See Red Fridays. From our See Red Friday marketing emails, to our social media pushes, we directed our community to wear red every Friday. To incentivize our fan base even more, we worked with local partners to offer exclusive deals every Friday; thus, adding valued benefits for fan participation. Since our initial push, this endeavor has been used as a recruiting tool to gain future corporate partnerships.

During basketball games, we utilized the video board to highlight a fan who has tweeted a picture of them wearing red with the hashtag #SeeRedFriday. See Red Friday's have become such a hit that our teams also get involved by wearing red uniforms on friday games.

After our initial promotion of See Red Fridays, our staff noticed many university staff and fans didn't have much red in their closets. As a result, we created See Red Friday t-shirts that were given to every member



SABERTOOTH SPORTS & ENTERTAINMENT

Austin Peay athletics and the Nashville Predators announced a first-of-its-kind partnership on October 1, 2021.

Sabertooth Sports and Entertainment (SS&E), an LLC formed by the Preds to engage in operational and sales opportunities outside of the walls of Bridgestone Arena, manages all ticketing and sponsorship responsibilities for Austin Peay athletics. SS&E also works to provide various resources and advertising outlets for the Austin Peay brand in an effort to expand our reach. This has expanded the experience and knowledge of our staff

Through this partnership the city of Clarksville, the Nashville Predators, F&M Bank, and Austin Peay State University have joined together to bring a new event center to the region. The new F&M Bank Arena will be the future home of Austin Peay men's and women's basketball beginning in the 2023-2024 season.

BRAND AWARENESS

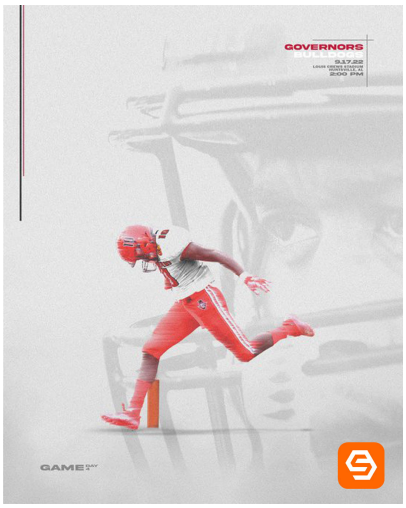
GOVS FAN CENTERS

Our Govs Fan Centers are instant targets for our fans to hit upon entry to athletic venues. Governor fans can expect to see team posters, magnet and pocket schedules, stickers, weapons of hype, giveaway items, and other information relating to upcoming sporting events. Our goal is to give all fans the opportunity to get involved and get CRAZY! The fan centers are used with the intention to elevate our in-game atmosphere while also improving the experience of everyone in attendance.

SKULLSPARKS RECOGNITION

Due to turnover within our graphics department early this year, our marketing staff took on the responsibility to create our game day graphics during the football season. Some of these graphics gained national attention on the famous *Skullsparks* Twitter account; thus, leading to even more exposure for the Austin Peay Athletics brand by reaching 41k+ users. This quickly became a goal within our office each week and celebrated amongst the entire department.











BRAND AWARENESS

ADVERTISING

BILLBOARDS

With the understanding that the use of billboards has the potential to drastically increase the reach of the Austin Peay athletics brand, our staff decided to increase our production and output by working with our partners on campus and within the community. Over the course of the 2022-2023 academic year, our staff created designs for roughly 25 unique billboards within Montgomery County.





PAID ADS

Throughout the year our marketing staff worked with various companies in and around Clarksville to expand our reach within the middle Tennessee region. This led our team to capitalize on the opportunity for additional paid digital and print advertising. By using local agencies and partners, the Austin Peay atlhetics brand was able to reach fans from Ft. Campbell down to Bridgestone Arena in downtown Nashville and Ford Ice centers within middle Tennessee.

DIGITAL/PRINT NEWSPAPER
1,400,864 IMPRESSIONS
31.9% INCREASE

ADVERTISING AT FT. CAMPBELL
20 SOCIAL MEDIA POSTS
49,000+ FOLLOWERS

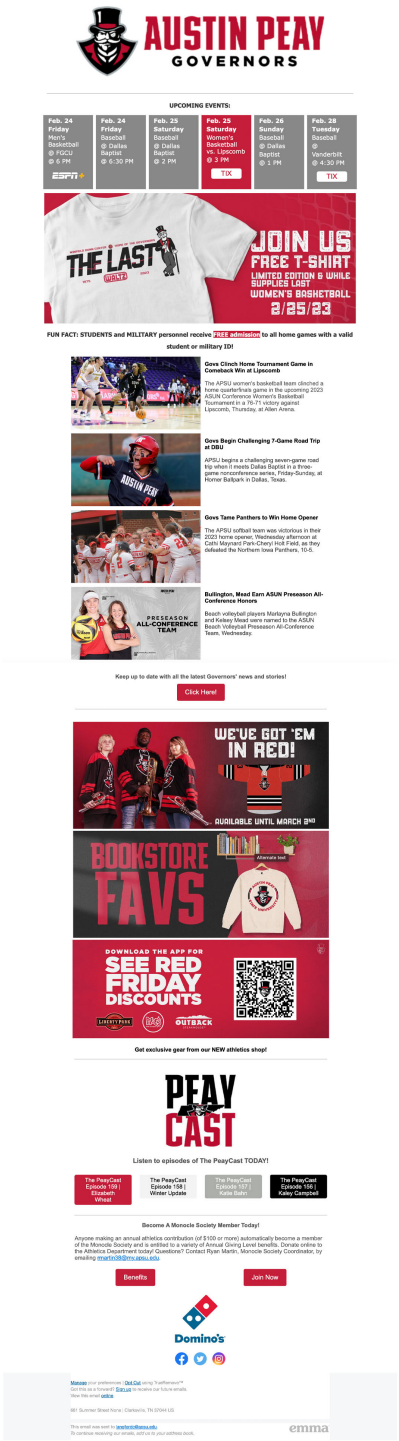
SELF-SERVE DIGITAL ADS
3,149,856 IMPRESSIONS

SITE-DIRECT DIGITAL ADS
602,488 IMPRESSIONS

PAID DIGITAL ADVERTISING BOARDS
2,215,056 IMPRESSIONS

RADIO ADS
291,159 IMPRESSIONS

BRAND AWARENESS



OTHER STRATEGIES

EMAIL MARKETING

Austin Peay Vice President and Director of Athletics Gerald Harrison's motto since his hiring at Austin Peay has been to *See Red*! In order to emphasize his message, our marketing staff delivers weekly *See Red Friday* emails along with other campaigns to all of Gov Nation. Over the course of the past year, our marketing team has added over 40,000 email addresses to our database and sent roughly 4 million emails. This tool has proven to become one of our most used and reliable marketing strategies and continues to garner the attention of our fans.

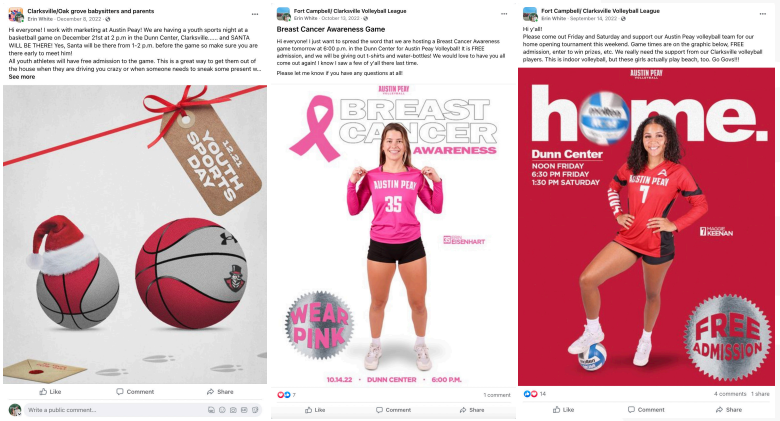
INCREASED FACEBOOK ADVERTISING

While our entire athletics staff does a great job in reaching Governor fans on social media platforms like Twitter and Instagram, we discovered that equal attention wasn't being devoted towards our Facebook audience. Being that many of our fans are older in age, our marketing team chose to attack this head on. In order increase our visibility on the social platform, our marketing staff created various graphics and events on Facebook to reach this niche group of fans.

COMMUNITY PRESENCE

Another goal of our team this year was to get out into the community more often. Whether is was at local events or setting up a marketing table at local businesses, our staff was able to promote Austin Peay in face-to-face encounters throughout the year.





BRAND AWARENESS

OTHER STRATEGIES CONT.

PROMOTIONAL POSTERS

In coordination with our student-athletes and other athletic staff, our marketing team was able to deliver a wide range of team posters and promotional content for upcoming athletic events within existing and potential corporate partners' stores throughout Clarksville. *(Please view our team and some promotional posters on the next page.)*

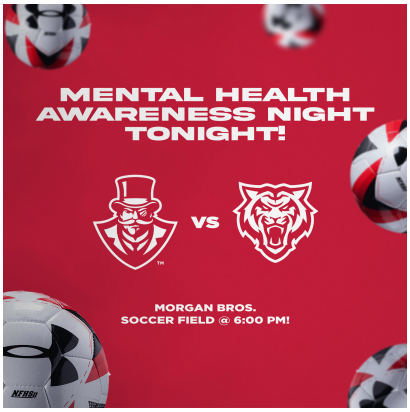
ON CAMPUS MARKETING

Continuously getting in front of Austin Peay students, faculty, and staff has always been at the forefront of our minds. This season we continued to make consistent pushes on campus with traditional marketing efforts in order to maintain and grow campus relations. Below are just a few examples of how our staff reached Gov Nation on campus!



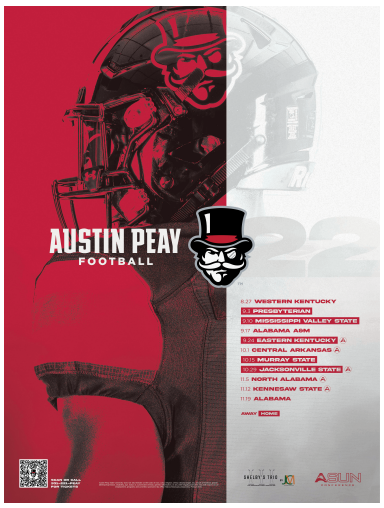











AUSTIN PEAY
FOOTBALL
8.27 WESTERN KENTUCKY
9.3 PRESBYTERIAN
9.10 MISSISSIPPI VALLEY STATE
9.17 ALABAMA A&M
9.24 EASTERN KENTUCKY A
10.1 CENTRAL ARKANSAS A
10.8 MURRAY STATE
10.15 JACKSONVILLE STATE A
11.5 NORTH ALABAMA A
11.12 KENNESAW STATE A
11.19 ALABAMA
AWAY HOME


GOVERNORS
SOCCER
8.18 MIAMI
8.21 EVANSVILLE
8.26 IDAHO STATE
8.28 CHATTANOOGA
8.31 UT MARTIN
9.4 MIDDLE TENNESSEE
9.8 BELMONT
9.17 ALABAMA A&M
9.17 LIPSCOMB
9.22 CENTRAL ARKANSAS
9.25 NORTH ALABAMA
10.6 JACKSONVILLE
10.9 NORTH FLORIDA
10.13 STETSON
10.16 FLORIDA GULF COAST
10.22 QUEENS
ASUN CONFERENCE SOCCER CHAMPIONSHIP
10.27 - 10.30 TBD
AWAY HOME


AUSTIN PEAY
GOLF


AUSTIN PEAY
BASEBALL
GARRETT MARTIN
AMSREN VOITIK
JACOB KUSH
2023
80
BANG!


GOVERNORS
VOLLEYBALL
BIG ORANGE BASH
CLEMSON S.C.
8.20 LOUISIANA TECH
8.26 CLEMSON
8.27 PRESBYTERIAN
SEMINOLE VOLLEYBALL INVITATIONAL
TALLAHASSEE, FLA.
9.2 FLORIDA A&M
9.3 FLORIDA STATE
HOLIDAY INN – UNIVERSITY PLAZA INVITATIONAL
BOWLING GREEN, KY.
9.8 NORTHERN KENTUCKY
9.10 TOLEDO
9.10 WESTERN KENTUCKY
STACKVILLE CLASSIC
CLARKSVILLE, TN
9.16 NORTH DAKOTA STATE
9.16 EAST TENNESSEE
9.17 UT MARTIN
9.23 BELLARMINE
9.24 EASTERN KENTUCKY
9.30 JACKSONVILLE
10.1 NORTH FLORIDA
10.5 WESTERN KENTUCKY
10.7 STETSON
10.8 FLORIDA GULF COAST
10.12 LIPSCOMB
10.14 LIPSCOMB
10.15 NORTH ALABAMA
AWAY HOME
10.22 CENTRAL ARKANSAS
10.28 LIBERTY
10.29 QUEENS
11.1 KENNESAW STATE
11.4 JACKSONVILLE STATE
11.7 CENTRAL ARKANSAS
11.11 JACKSONVILLE STATE
ASUN CONFERENCE VOLLEYBALL CHAMPIONSHIP
11.17 - 11.19 NASHVILLE, TN


TRACK AND FIELD
2022-23 SCHEDULE
INDOOR
OUTDOOR


BEACH
2023 SCHEDULE
GRAND SANDS TOURNAMENT
NORTH ALABAMA TOURNAMENT
EKU BEACH TOURNAMENT
UAB BEACH CLASSIC
UT MARTIN NORTH ALABAMA
ASUN CHAMPIONSHIP


AUSTIN PEAY
GOLF


AUSTIN PEAY
SOFTBALL
2023
#ZAM 38
SCAN OR VISIT LETSGOPEAY.COM TO VIEW 2023 SCHEDULE AND PURCHASE TICKETS


GOVS


GOVS BASKETBALL
HOME
AWAY
DAYTONA BEACH, FL

FAN EXPERIENCE

OUR MISSION

While increasing the exposure of the Austin Peay athletics brand is one of our top priorities, our marketing staff also takes pride in the overall experience of Govs fans. Though our department has a very limited budget when compared to other top schools, we operate with the intention to give our student athletes the best possible atmosphere and to deliver a fun family friendly environment for our fans that encourages them to stay connected with our teams. Our goal is to adapt our game day experience with what fans want to see and hear while also making unique improvements with how we connect with Gov nation.

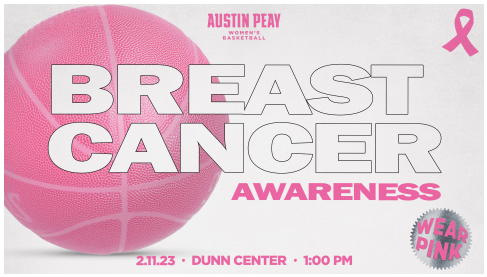
Our team believes that we are one of the best marketing staffs in the country - not just within the FCS.

THEME DAYS

GROUP DAYS

In partnership with our ticketing staff and SS&E LLC., this year we hosted a variety of local churches, community organizations, and health officials throughout Clarksville during games throughout the year. Each of these groups were given the privilege to participate in our pregame High-Five tunnels and receive recognition for their attendance in-game.







FAMILY WEEKEND & TEACHER APPRECIATION DAY

In our second game of the football season we worked to celebrate families and local teachers for their support of Austin Peay and Austin Peay Athletics. With the help from some of our partners on campus, we were able to provide fans with the opportunity to purchase family themed apparel from our campus bookstore and interact with our student life & engagement office for additional t-shirts.





FAN EXPERIENCE

COLLEGE OF BUSINESS NIGHTS

Creating a mutually beneficial relationship with our university counterparts is a priority for our marketing team. Our staff operates with the understanding that such efforts extend beyond game days. During this year's football and basketball seasons, we were able to partner with the Austin Peay College of Business.

In what became some of our most attended games this season, we were able to promote the College of Business, offer exclusive free sweatshirts to fans, and deliver scholarships and financial support to various students in attendance for their participation in in-game activations.

COLLEGE OF STEM DAY

Much like our College of Business nights, our College of STEM day was also a highly anticipated game. Partnering with the College of STEM (CoSTEM) began with the idea of implementing more technology into some of our games. After having multiple conversations with the college's executive staff, the best start of this new partnership with athletics marketing seemed to begin with a similar foundation as our College of Business nights.

Creating a unique environment for our fans while also capitalizing on the original idea of creating new advanced ways to reach Governor fans was of great importance to our team. This ultimately lead us to integrate the college's *Governator*, a unique t-shirt gun created by students, along with a fun experimentation zone for fans of all ages. This zone displayed and offered information on exciting CoSTEM programs and projects as well as liquid nitrogen ice cream, shirts, and family-friendly experiments.









FAN EXPERIENCE

HOMECOMING, GREEK DAY AT FORTERA STADIUM

Austin Peay Football's annual Homecoming game is one of the highest anticipated events of the season as much of the community comes out to enjoy the fun at Fortera Stadium.





CELEBRATING FIRST RESPONDERS

Each year we look to show our appreciation for Montgomery county and Clarksville first responders. This season we decided to get them more involved than ever before. Having a greater presence of these individuals at games while also providing discounted tickets to their family and friends when able was a no brainer for us. In thanks to the cooperation of our partners, we were not only able to celebrate and emphasize the work of our first responders but also utilize their equipment for displays; thus, causing even more buzz around game days!




BREAST CANCER AWARENESS GAMES

In an effort to bring awareness to breast cancer, we invited breast cancer survivor groups out through the help of the YMCA and Tennova Healthcare. We were able to give out pink shirts, pink water bottles, and provide information about breast cancer.



FAN EXPERIENCE

BLACK HISTORY

In the midst of beginning the 2022-2023 academic year, our staff collected feedback regarding our efforts to emphasize and celebrate black history from a variety of sources on our campus and in the community: student-athletes, coaching staffs, faculty/staff, administration, and fans. With the understanding that we could be better as a department and use this as an opportunity to reach those who've felt neglected over the years, we immediately started to plan out a campaign for the month of February.

Early on in the fall semester our marketing team began to foster a relationship through continuous conversation and opportunities of access at games with the Wilbur N. Daniel African American Cultural Center on campus. As we dived into the idea of having a Black History game during the month of February, we were able to work with additional organizations on campus including Greek life and clubs to make the month and game special. We worked with our communications staff to change all of our social media logos to a more cultural themed design. We also had historically black Greek sororities perform step routines during breaks of play at our basketball games.

As it was finally time for our Black History game with the Wilbur N. Daniel African American Cultural Center, we were able to provide free food upon entry to students with the help of one of our corporate partners. Additionally, we played *Lift Every Voice* prior to our national anthem, highlighted our cultural center during timeouts through on court recognitions and informative PAs, celebrated local black owned businesses, and once again provided Greek sororities with the opportunity to perform their step routines during halftime.









TOTAL GOV CONCEPT

As part of Vice President & Director of Athletics Gerald J. Harrison's message to represent Austin Peay with pride and enthusiasm, his idea of representing the Total Gov Concept is something that our department takes very seriously. In an effort to spread the message about this ongoing campaign to increase school spirit and pride, our staff took the challenge of gaining buy-in from existing and new fans with intensity.

Throughout the year, we recognized individuals that represented the Total Gov Concept ideology, encouraged the use of new hashtags, strategically placed physical signage around campus, and spread information about this message during athletic events and online.







FAN EXPERIENCE

THANKING OUR MILITARY

Being so close to the Fort Campbell Military Base, Austin Peay prioritizes military themed game days for all of its sports. For each sport, we have at least one game with a military theme and military inspired promotional item. We worked with military connections, both on and off campus, to incorporate several military divisions and equipment to enhance our game day atmosphere.











TACO TUESDAYS

Every Tuesday is Taco Tuesday for our Governor Baseball and Softball teams. Fans can enjoy 100 FREE tacos while they last. Not only has this helped us attract more students to our games, but also young families that are looking to spend their night with the Govs.



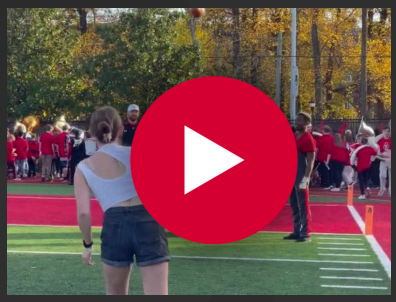


IN-GAME PROMOTIONS

SERVES UP!

In an on-court competition that puts two random Austin Peay Volleyball fans against each other, Govs fans had the chance to compete all season long to try and win exclusive APSU prizes by serving as many volleyballs as possible over the net within the next minute. If fans were able to hit any of the items placed strategically on the opposite side of the court, they walked away with never before distributed items.

FAN EXPERIENCE



RED ZONE DIMES

In our version of the Dr. Pepper Halftime Toss, fans are given the chance to win $1,000 for throwing just 3 footballs into the APSU barrel within 30 seconds from the 15 yard line to the goal line.



FAT CHANCE, FAT PUTT

For each home basketball game, Govs fans got to see or take part in our half court putt challenge! This particular promotion definitely proved itself to become a tradition at Austin Peay basketball games. We had the privilege of having multiple winners throughout the year; thus, creating thunderous cheers.



THE $1,000 SHOT

This season we upped the pressure for our half court shot! By increasing the prize to $1,000, we saw increased interaction from Govs fans in attendance. It wasn't long before our marketing staff was getting tracked down by fans wanting a chance at it.



2ND HALF POWER OUTAGE

Despite the name of this in-game promotion, we didn't lose power each time we got to the second half; at least not accidentally. Some schools are able to have light shows that synchronize with their phones. Though we don't have the resources to complete that endeavor, our marketing team wanted to emulate this challenge. With the help of our student volunteers, we powered down the lights within the Dunn center and encouraged fans to turn on their phone flashlights and wave them around as our spirit squads sounded the siren for the start of the 4th quarter.



WHAT'S IN THE BOX

Obviously this isn't gruesome as the movie Seven portrays. Our What's In The Box contest has brought our baseball fans together to vote whether the participating Gov fans take what's in the box or a Governor's prize pack.

FAN EXPERIENCE

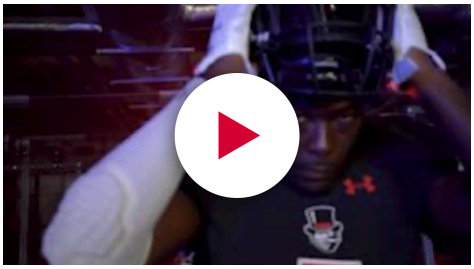
INTRO VIDEOS











SOME FUN VIDEOS









FAN EXPERIENCE

ATMOSPHERE

ENHANCED TAILGATING

Tailgate Alley is a section of the main parking lot that runs adjacent to Fortera Stadium. This alley brings Governor fans closer together as they prepare for the game ahead. As kickoff gets closer, the Gov Walk splits *Tailgate Alley* right down the middle - making it a much more captivating experience for Governor fans. Prior to game 1, our staff worked with other departmental staff members to update this atmosphere. As a result, we decreased the size of each tailgating spot to allow for more greater capacity. Our marketing staff also chose to give out a very limited amount of exclusive giveaways to our tailgaters to tease them prior to entering the stadium.

Stache Street was another section of our tailgating during this year's football season that provided a fun atmosphere for fans not setting up their own tailgate. Whether is was playing cornhole with corporate partners, getting their face painted, listening to live music before the Gov Walk, or munching on some of middle Tennessee's best food trucks, Govs fans got to feel part of Austin Peay prior to kickoff each week. To top things off, we also had a special addition to the end of Stache Street this season: car smashing! As you can imagine our fans, student-athletes, and even head coach Scotty Walden absolutely loved it!







HONORARY GOVERNOR OF THE GAME

To increase our fan engagement even further, we incorporated an activation that we called our *Honorary Governor of the Game*. At football and basketball games a lucky fan was given the opportunity to sound the siren and let the rest of Gov Nation that the team was coming out from their locker room.





DJ

Our football games were definitely missing something. We managed to find a solution this season with DJ Snacks! Placing a local DJ just off of the field in one of the most visible areas within Fortera Stadium showed great positive feedback for our staff. We also used a DJ to advance the atmosphere for our preseason Govs Madness event. Not only did this increase our fan interaction during breaks but it also allowed room for our staff to focus on other aspects of our game day experience.

FOOTBALL FIREWORKS

During our football season, our staff worked with athletic partners to deliver Govs fans a firework show that would keep Stacheville talking for weeks to come.





FAN EXPERIENCE

COURTSIDE CRAZIES

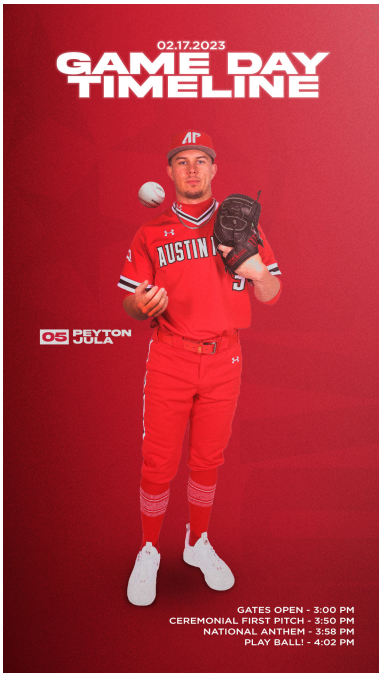
There is nothing better than showing up to an Austin Peay men's or women's basketball game and finding out that you have scored court side seats. In partnership with some of our corporate sponsors, we offered FREE court side seating, food, and soda to some of our most outrageous fans.



GAME DAY TIMELINE & FAN WEAR

Prior to the start of the football season, our marketing team put together a game day fan wear schedule graphic. This helped our fans look unified in the stands, and also increased the buy-in for future theme days. The fan wear schedule also noted that fans should wear red to all away games.

Our marketing staff worked with our communications department to increase our online presence during game days. We were able to provide them with student-workers who ran live Instagram and Facebook stories. As a piece of live social media coverage, we implemented the game day timeline to be the starting point of the stories for every home game day.



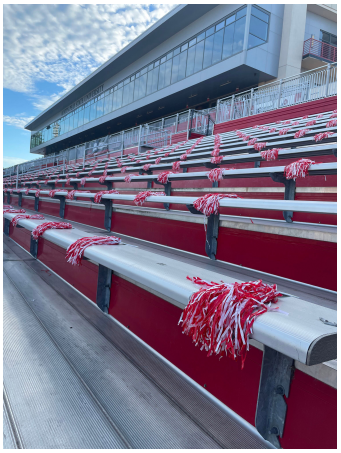


FAN EXPERIENCE

WEAPONS OF HYPE

In an effort to build even more interaction into the game from our fans, our marketing team decided to invest more into items we call *Weapons of HYPE* this season! These items can be anything from poms and vuvuzelas to sirens and smoke grenades. For example, for soccer and football games our staff was able to distribute poms within the stands while also using smoke grenades for team introductions. This only added to the energy prior to kickoff and increased our interaction throughout the games. Some other fan favorites included the following: foam fingers, boom sticks, stress balls, player face cutouts on a stick, and even cutout signs with various emojis printed on the front.







THE GOV & DANCE ROUTINES

APSU mascot, Governor Peay, finished second in the Open Mascot division at the UCA & UDA College Cheerleading and Dance Team National Championships in January of 2023. This was nothing but validation for our staff that our mascot is GOOD! This season our marketing staff added more mascot skits and additional dance routines from our spirit squads.



YOUNG GOVERNORS

Integrating and developing young Governors is something that our marketing staff is adamant about. We include a special experience for young Governors such as high five tunnels, student-athlete meet and greets, participation in lineups, running the bases, and even an Austin Peay field trip day!

FAN EXPERIENCE

SOCCER'S HONORARY TEAMMATES
Youth soccer teams in and around Montgomery county had the opportunity to sign up and become honorary teammates with Govs Soccer throughout the season. Our honorary teammates walked out with our student-athletes to midfield during introductions and participate in halftime games and scrimmages.

BAT GIRLS
Another fun opportunity we had for young Governors was the ability to sign up as an Austin Peay Softball bat girl! This experience gave youth the chance to experience Austin Peay Softball like never before as each bat girl was able to hangout in the home dugout, run onto the field, and play catch with our student-athletes between innings.

HIGH-FIVE TUNNELS
In order to increase the interaction between student-athletes and youth, we invited young Govs down onto the field/court to high-five the team as they came out of their tunnel. This quickly became a trend for attending youth and is something that we anticipate to stay for seasons to come.

MEET & GREETS
Throughout this athletic year, our marketing team created opportunities for our younger fans to meet with student-athletes post game or during preseason events. Youth were able to get exclusive team posters autographed and even obtain digital gaming handles so that their relationships with our teams go beyond one day.













FAN EXPERIENCE

FIELD TRIP TO THE DUNN

In collaboration with our women's basketball team, we created and executed the idea of hosting elementary and middle schools around the region through a field trip. After getting approval from local school boards, our staff took to the phones! Our marketing team contacted 33 different elementary and middle schools within the area.

To incorporate even more excitement for attending youth, we assigned each school a player and encouraged them to make and bring signs with them. Persuading offers we communicated to surrounding schools included free admission, free lunch, and other fun-filled activities such as face paint, inflatables, and more!

During the game, there were two balloon artists who worked to attend to every single student. On top of that, we had a mobile face paint station that worked their way around the entire arena during this game. In an effort to increase engagement, our team displayed funny videos tailored towards the kids as well as popular music from both TikTok and Disney.

Our marketing team received an abundance of positive feedback from youth, chaperons, administrators, and staff.

SANTA

During a winter women's basketball game, our marketing team decided to create a little magic for some young Governors. Prior to the basketball game, we held a meet and greet with Santa Claus. After hearing the wishes, we had a bit of help from Santa's elves, who executed a plan to surprise three young Governors with exactly what they asked for. At halftime, Santa brought out the gifts and surprised the wishful kids with an early Christmas gift.





FEATURED GIVEAWAYS

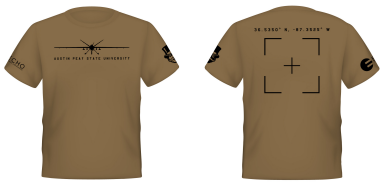
TOP GOV PATCHES

Our volleyball team showed a lot of love for the new Top Gun movie that came out this academic year. We saw this as an opportunity to tailor their intro video and giveaways to have the "Top Gov" theme. These patches were just one of the ways we did that.



MILITARY DRONE T-SHIRTS

For our Military Appreciation game, we game up with the design for the drone shirt. It was coyote brown so that military personnel could wear them under their uniforms at work. Lastly, the back of the t-shirt featured coordinates to the Governors' football stadium.

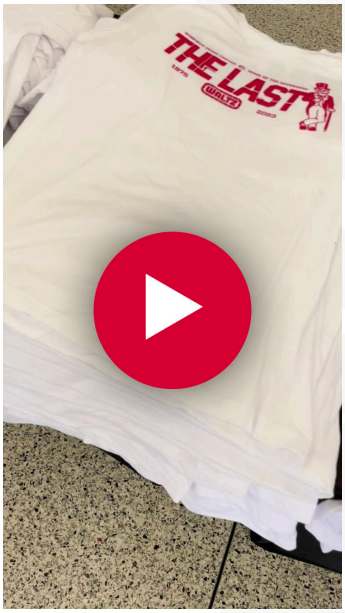


FAN EXPERIENCE

THE LAST WALTZ T-SHIRTS

Before we head to a new arena, we had to celebrate the last game in our current one. We designed a poster and a t-shirt just for this event. The poster featured all of the Austin Peay basketball legends, and the t-shirt paid homage to our vintage Governor logo, with the red line highlighting the silhouette of the newly retired Winfield Dunn Center.



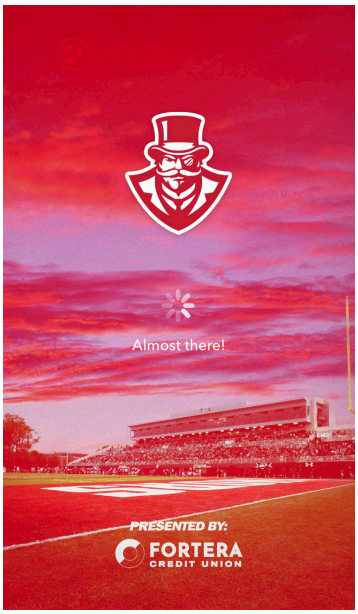


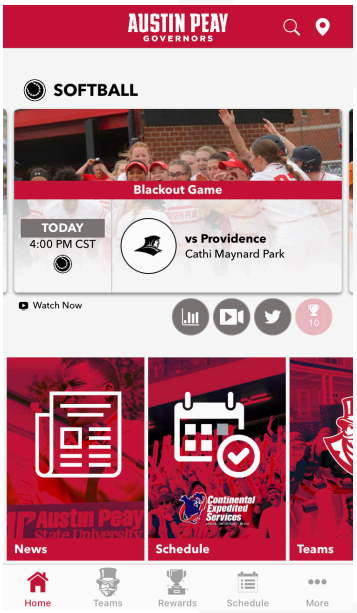
LET'S GO PEAY MOBILE APP

Governor fans can stay up-to-date with their favorite teams on the *Let's Go Peay* mobile app. With access to the team schedule, news, social media, tickets, rosters, score updates, game day information, live stats, game previews, rewards, and links to ESPN+ broadcasts, the *Let's Go Peay* mobile app is another tool we use to reach our fans on game days. Being that much of the app is integrated with SIDEARM Sports, this makes the user experience even more convenient and attractive to use.

In order to attract additional fans to download our athletics mobile app, we offer fans the opportunity to learn more about each team while also leveraging various rewards provided by our corporate partners to all fans and students. Our marketing staff actively reviews and encourages Govs fans to send their feedback through the app in order to maximize their overall fan experience.

Much like the other competing schools, our intention behind this investment is to create a more convenient avenue for fans to learn more about Austin Peay athletics as opposed to searching for our website when on the go.





STUDENT-ATHLETE EXPERIENCE

FALL & WINTER STACHE BASH

Our Stache Bash event was something that our staff incorporated last year. Since then, we've added two more - one prior to both fall and winter semesters. These mingling events for student-athletes have only gotten better! These anticipated events are for all Austin Peay student-athletes, coaching staffs, and athletic staff to mingle and have fun before diving into the new semester. Not only does this allow our teams and staff the ability to get to know others within athletics, but it also gives everyone the chance to have fun in more of a family-oriented environment.

This year our marketing team was able to provide games, competitions between coaching staffs, giveaways, food, and even video games for both of our Stache Bash events. With the help from other departmental staff, we were able to create a fun and exciting atmosphere that had all of our student-athletes talking and ready to come back for more!

















STUDENT-ATHLETE EXPERIENCE

ACADEMIC EXPERIENCE

ACADEMIC SPOTLIGHT

As our marketing team continuously tries to build stronger relationships across campus, our Academic Spotlight of the Game looks to recognize the efforts made by university faculty to advance the education of our student-athletes. With the help from our colleagues within the athletics academic center, we were able to recognize professors and university staff throughout the fall semester.

SCHOLAR ATHLETE OF THE WEEK

The Austin Peay athletics Scholar Athlete of the Week is another initiative that our marketing staff pushes weekly. Through our partnership with the Tennessee Education Lottery, a program that dedicates funds to education program state-wide, our scholar athlete is chosen based off of current progress made by our student-athletes. We emphasize their efforts through our digital platforms and in-game activations during each of our football, basketball, and baseball games.

ACADEMIC RECOGNITIONS

One of the most exciting times of the year is when the grades of our student-athletes come back from the fall semester. During our basketball seasons we look to recognize the hard work given and academic achievements gained by all of our student-athletes. Not only is this pushed via social media and through our athletics website, but also in person during a select basketball game.







COMMUNITY OUTREACH

TOYS FOR TOTS

The armed forces and the efforts made by service men and women mean a lot to the town of Clarksville. With Ft. Campbell being only 15 minutes away from campus, we're always looking for ways to incorporate the military into our games. The Marine Toys For Tots organization partners with our athletics each year around Christmas time to collect donations from Govs fans. With this year being the organization's 75th anniversary, our goal to was to shatter the amount of donations from previous years. With the help from both of our men's and women's basketball teams, this season we were able to promote and collect nearly twice the amount of donated items from last year.



ACKNOWLEDGMENTS

Our team shares one mission. That mission is to facilitate an environment that creates great memories, go out of our way to enhance the student athlete experience, and to leave the school and athletics department better than how we found it. Throughout the year, we have stuck to our mission. None of this would have been possible with our marketing staff of two. It takes a village. We would like to take the time to thank all of those who have chosen to embark this journey with us.

THANK YOU!

AJ Crowder
Alex Allard
Alex Edwards
Brandon Chapman
Bud Jenkins
Casey Crigger
Cody Bush
Chris Austin
Deja Adams
Emily Smith
Jacob Hite
Joe Palmer
Johnny Mitchell
John Schnettler
Jon Mortimer
Justyn Carlson
Kyle Kasten
Madelynn Rose
Max Remy
Nat Harden
Niesha Campbell
Parker Phillips
Robyn White
Sara Robson
Alexis Koon
Breanna Tolbert
Campbell Moore
Ethan King
Genevieve Moorer
George Hibbard
Jarret Blake
Kiara Knott
Lexi Crawford
Rachel Garza