

### AN INFORMED FOCUS ON SPORTS INDUSTRY INSIGHTS

- Collective 80+ years of market experience
- Deep roots in the sports and hospitality industries
- Cutting edge research and measurement methodologies
- We pride ourselves on the ability to provide insights, not just data and to do so with a focus on clients' true sensitivities, while not sacrificing depth of understanding and data interpretation.
- Combines an acute understanding of the sports market with a classic marketing research approach. Our principals have worked extensively with and for, teams, leagues/governing bodies and agencies.
- On time, on target ...and within budget

### A BROAD ARRAY OF CUSTOMIZED RESEARCH EXPERIENCE FOR LEADING LEAGUES, SPORTING GOODS MANUFACTURERS, TEAMS AND VERTICAL MEDIA

- Extensive breadth and depth of insights for multiple administrative bodies, manufacturers, and retailers in golf:
  - Brand perception and attitudinal research
  - Fan and player satisfaction tracking
  - Customer segmentation studies
  - Program specific efficacy testing for digital media
  - Purchase process and new concept testing
- Regular monthly "Marketing: Sports column on Media Post, relates research driven sports marketing insights
- Team and League specific fan experience research across professional and collegiate sports
- A unique, more effective and customized approach to sponsorship efficacy testing:
  - Pre/Post experimental design reveals greatest areas of resonance, lift and impact across sponsor awareness, likability, purchase intent and alignment with brand values
  - Measuring engagement and return on objectives, rather than just reach. "You can't eat impressions!"
- Recent client roster includes: USGA, PGA of America, MLB, NFL, Cleveland Indians, Indiana Pacers, Sports Illustrated, InterSport, The Strategic Agency, InStadium
- Fan stadium/arena amenity assessment and redevelopment research



### WHAT MAKES US DIFFERENT?

- Personal Service on every project from our managing partners—all former national MRA Presidents, with the industry knowledge and wherewithal to get things done. Our senior partners are intimately involved in all aspects of project management and implementation.
- Direct senior staff experience on the client, provider and agency side of the research industry yields pragmatic and actionable insights—Our staff has worked for and within the hospitality and gaming industry as well as for and with their key strategic partners, prior to forming our firm and presently.
- The flexibility, efficiency and nimbleness of a boutique firm with the resources and industry know-how of a larger agency---We know how to leverage efficiencies, without the bureaucracy of large firms
- An unwavering customer focus on delivering the insights solution that a client needs rather than a "product focus" on a methodology that the research firm wants to sell—We find the right approach.
- A commitment to designing studies that meet your budget and timing realities...with no hidden surprises. We were all clients once. We recognize that budgets must be adhered to.
- The ability to cut through the esoteric and focus on conclusions and implications, not process and data—We are thorough in our approach and rigorous in our analysis, but at the end of the day, we recognize the time pressures that our clients are under, so we give you the "Two Minute Take-aways," first.
- The courage to tell you what you NEED to know vs. what you want to hear—Research is like a lamp post. It can be used for support or illumination. We take the time to understand how clients need to use it. When it's about illumination, we have conviction in our approach and category specific knowledge that allows us to take a position, where requested.
- We've lived the category---We are first and foremost professional researchers, classically trained and adherent to our science. But we are also active industry people, business builders and marketing strategists. We have the discipline to not let our suppositions or pre-convictions obscure the truth in the data. But we also have the contextual grounding to interpret it and make recommendations that are pragmatic and mindful of the unique environment that is the sports industry.



**ONE SIZE DOES NOT FIT ALL: SLRG DELIVERS A CUSTOMIZED APPROACH TO DELIVER THE RIGHT INSIGHTS FOR THE NEEDS OF YOUR BRAND OR PROPERTY**



### Brand Tracking

- Brand Familiarity, Visitation History & Perceptions for your property and the competitive set
- Gap Analysis of Attitudes and perceptions of frequent guests and “rejectors” to identify strengths and weaknesses
- Demographic and behavioral profiling identify best customers and find “lookalike” prospects
- Assessment of amenities and identification of enhancement opportunities
- Track share of customer across key target segments

### Ad and Sponsor Awareness and Effectiveness

- Experimental design through pre/post awareness and resonance testing
- Identify message points that resonate vs those requiring further amplification
- Establish and measure the ability of communications to break through and differentiate your property or brand

### Custom “Best Customer” Research Panels

- Create loyalty among most highly valued guests by seeking their input in ongoing operations and potential enhancements
- Elicit best guest input on a longitudinal basis
- Integrate attitudinal findings with behavioral data to identify unique promotional opportunities and customized communication

### Real Time Fan/Guest/Customer Experience Tracking and Feedback Programs

- Quick and efficient, real time assessment of guest experience within 72 hours of property visit
- Provide the property with a proprietary online “dashboard” and overall satisfaction index and aggregate performance across key operational departments
- Ability to Drill down further to view results across various segments including attendance frequency, spending and various demographic, behavioral and engagement variables
- Additional mechanisms allow departmental review of specific guest comments, with ability to provide custom or template responses and track action taken history to assist department/operational management
- Formal reporting to provide deeper analytics across demographic and behavioral variables and to trend performance

### Focus Groups and In-depth One-on-one interviews

- Provide deeper and richer understanding of the “why” behind prevailing fan/guest attitudes
- Video taped to provide the actual “voice of the customer” through professionally edited “highlight reels” that illustrate key learnings
- Opportunity to objectively and sensitively probe highest value (Recency, Frequency, Monetary/Volume) customers more discreetly than through survey research
- Elicit emotional reaction and verbatim articulation to proposed new communications materials, amenities or ticket package options



Jon Last

445 Hamilton Avenue; Suite 1102

White Plains, NY 10601

914-358-3558

jlast@sportsandleisureresearch.com