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**RE: MARKETING & PROMOTIONAL - PLAN & ACTIVITIES  
SOLD-OUT STADIUM - 2007-2008 SEASON – ALL HOME GAMES**

**Do you have a marketing strategy that can sell out every home game?**

Dear Club Directors,

I am a Sports Marketing Consultant and have a proposal for your organization. The reason for writing to you is to present you with an **innovative marketing and promotional giveaways plan** for the 2007-2008 season. I can support you in selling out every home game your team plays this coming season.

Should my marketing / promotion plan be of great interest to you and the organization, I would appreciate the opportunity in joining your marketing team in planning the campaign - strategy development, selection of materials to be used, etc.

My goal is to assist you in reaching a „**GAME SOLD-OUT**“ at each of your home games in the 2007-2008 season!

This can be achieved, but not without an innovative marketing plan in winning a broader fan base.

Nothing drives ticket sales and business relationships like a personal connection to the city and fans – there is no better time to make that personal connection than during home games. Reaching out to the city and fans builds long-term relationships. When the fans keep coming back for more and you can sell-out the stadium at every home game, the answer as to how to do this depends on „**promotional giveaways**“. Promotional giveaways are the key to selling tickets and reaching its diverse fan base. Building a loyal and diverse cross-section fan base in your stadium will:

Increase ticket sales and allow the club to be a front-runner in establishing innovative marketing trends.

**Bottom-Line Goal: „Sold-Out Stadium“ - Sell tickets and win a new fan base!**

This can be achieved with a new promotional activity plan.

Timing is essential – high impact promotion with advanced advertising as to the „giveaways schedule“ – throughout the season - at each home game, will excite the present fan base and new fan base supporters.

The invaluable link in the promotional giveaway activities program is part of my proposal. Saying thank you to the fans and city builds success even in the most difficult periods during a season. I have the solution!

Sports marketing statistics demonstrate that promotional giveaways activities will support the organization and most importantly heighten player/team performance standards – success builds on success.

Sports Marketing – Promotional strategies main aim is to reach a large audience through marketing connected high-profile events. Achieving new sales objectives by creating brand identities increases visibility. Therefore, effectiveness with the fans stream-lines into the overall performance of the entire organization - from management to player performance – the total equation leads to being a winner on all business and performance levels.

#### PROMOTIONAL ACTIVITY PROGRAM FOR SEASON 2007-2008

My goal is to introduce my marketing / promotion concept to you and join your marketing team in offering a new and innovative season activity plan that will sell tickets to each home game – „**Sold-Out & Winning**“. Being a member of your marketing team in designing the total plan is what I would appreciate discussing with you. Please let me know if you have time. I am available to meet you at your convenience.

The new season has begun – the fans want more and you have the power to give it to them - that is, if you have an innovative marketing plan designed to meet that goal.

Sincerely,

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