

Marketing Strategy

PARTNERSHIP WITH SWITCHBACKS

Presented by Amanda Ridenour

RED★LEG
BREWING COMPANY

2024 Season

08

Appox 8 Months of active playing game

There are 18 home games with approximately 8,000 fans per game and so we have a total of 144,000 possible customers through this timeframe

18

Home Games

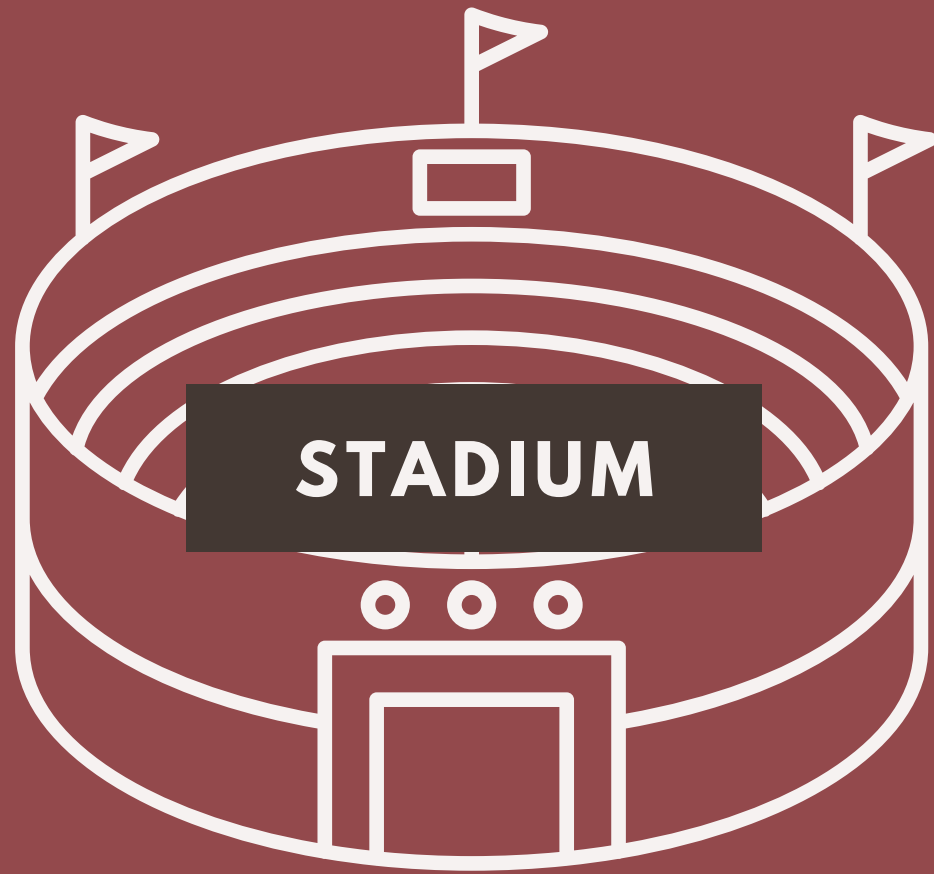
Contract Length

03

Three year contract with this partnership.

What will we do?

Three areas to focus on our marketing efforts.



Stadium Marketing

On site during a game



Ticket Give Away

BOGO on game days but
make it for at Brewery

Punch Card every 5 beers
get one free/ half off

CARDS \$96 – 1000 qty



Sticker Give Away

Sticker give away with
every purchase at the game
(dependent how many they
sell average)

COST APPROX
STICKERS \$175–2000 qty



Beer of the Switchbacks

Campaign that it is hte
beer of the Switchbacks.
Bringing our local soccer
our local beer. – Maybe a
limited 100 switchbacks
mini soccer balls at one
game.

COST DEPENDENT

Web/Social Media

Online collateral



Beer of the Player

Series of small interviews of each of the players that would like to participate and talk about their favorite beers – at least 1 per week.



What position is each beery type

Fun personality types of the positions to compare per each beer type.



“BEST BREWERY FOR THE BEST SOCCER TEAM”

Enough said, this is the star of the campaign and the starter of the conversation of why we are partnering.



Tailgate Party Give away

Tailgate party give away beer and merch give away via Social media for liking the switchbacks and commenting 3 of your friend that you would go to the game with!

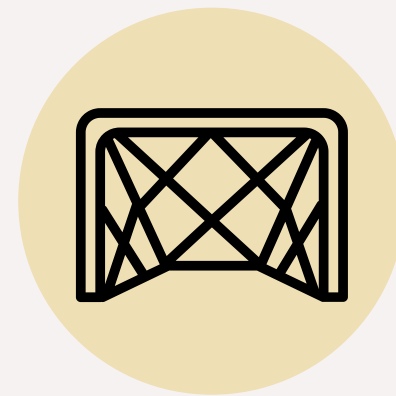
Brewery Events

in the Brewery



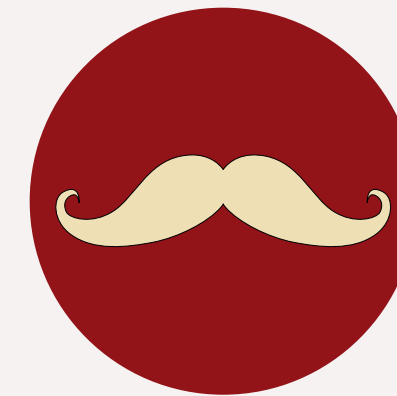
Away Game Watch Parties

Raffle on Away games during the game – signed ball – Jersey etc (\$ dependent) but having a viewing party for the away games for the community to come together.
COST DEPENDENT



Hit the Goal

Score through the target get a \$5 off ticket off or free beer, create a social media moment with this.
Small Net – \$30
Social Media Moment of QR Code to the Instagram – \$40



Ted Lasso Party/ Soccer party / Costumes

Away or home game costume Contest – Ted Lasso Style – Winner get a soccerball – \$20 or t-shirt \$24-50 / \$5 off of the next game.

01

STADIUM ON SITE
MARKETING

02

WEB AND SOCIAL
MEDIA MARKETING

03

BREWERY EVENT
MARKETING

Switchbacks Partnership with

RED★LEG
BREWING COMPANY

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**Thank
You!**