

LONGHORN
BASEBALL CAMPS

Come out to play.



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Tro'vata

About Tro'vata

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Cara Beaver

Born and raised in Austin, she is following in her parents' footsteps and graduating from the University of Texas Austin. She will earn a degree in Public Relations with a concentration in Business Foundations. When she's not studying or working, she is playing with her dog Henry or hanging out with her family. She also enjoys almost every sport, but is usually just a very enthusiastic spectator.



Yolanda Ichu

She attended the University of Texas as an Advertising major. Research and Planning is the name of her game. She enjoys taking her problems out to the field to get real consumer insight. When she's not getting into peoples heads you can find her painting in the sun. She believes that there is creativity in simplicity.



Lindsae Lowrie

Lindsae is a senior advertising student at the University of Texas from Weatherford, TX. She's worked with the Round Rock Express, Sports Illustrated, the University of Texas Athletics, and IMG Baseball Academy. Currently, she is a marketing intern for the Texas Stars in Cedar Park, Texas. As you can see her specialty is sports marketing and advertising, and she hopes to work for a professional sports team or sports company someday. She aspires to see the Northern Lights, and has been told that she is an "old soul," which helps her connect with people, especially her clients.

Tro'vata

Paige Lewis

Paige is an Advertising Major in the Texas Creative Sequence. She is a skilled writer and artist, as well as an accomplished musician. She has worked in the industry at Fogarty Klein Monroe as a copywriter, been published by Warner Chappell, and has won an ASCAP award. Paige will be graduating in December and hopes to work as a junior copywriter for a creative boutique.



Joie Lopez

Joie is currently double majoring in Public Relations and Radio, Television, and Film at the University of Texas at Austin. Often nicknamed “the clutch”, Joie thrives under pressure. With an eye for detail, her main passion is in the organization and planning of special events. Upon graduation, she hopes to immerse herself in the hectic world of planning musical events.



Amy Hamilton

Amy specializes in public relations with an emphasis in nonprofits and social entrepreneurship. She currently works in development for Ballet Austin, the leading arts organization in Austin. Upon graduation in December, she hopes to secure a job lobbying for an interest group in Washington D.C. Her areas of expertise include grant writing, community development and Shakespeare’s sonnets.



Tanya Perez

Tanya is an Advertising and Radio-TV-Film Major at the University of Texas. Design and consumer insight is her speciality. She loves children and finds time to tutor and mentor them in her free time. Has a passion in helping others and raising awareness in domestic abuse and suffering of those in other countries and photography.



What It's All About

Executive Summary

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Executive Summary

Tro'vata is thrilled to unveil a new brand face for Longhorn Baseball Camps. This campaign is a collaboration of efforts that seeks to reach the families of young boys who are looking for a mix of fun and excellence in their extracurricular activities. Tro'vata conducted primary research by means of one-on-one interviews and surveys to gain an understanding of the needs, desires and expectations of this target segment and selected advertising and public relations vehicles accordingly. The combination of promotional events, specialized mail-outs and additional camp programming will best reach this target audience.

Tro'vata believes that this campaign, set to launch in January and carry on throughout the year, will increase knowledge of Longhorn Baseball Camps from 2% to 20% among parents of boys between the ages of 8 and 12. This group will begin to understand that Longhorn

Baseball Camps provides a safe, fun and helpful experience for their boys.

The focus of Tro'vata's creative campaign is "Come out to play". It centers the Longhorn Baseball Camps message on the unifying idea that the camps are well-rounded and offer a robust set of activities for campers. In order to expose the target to this message, we will help Longhorn Baseball Camps sponsor "Hey Camper!" and "Take Me Out to the Ballgame!"

Tro'vata believes that an advertising budget of \$8,000 is necessary to launch the campaign to increase knowledge about Longhorn Baseball Camps. We are confident that the methods above will help make Longhorn Baseball Camps a household name in the city of Austin. This is undoubtedly the first of many steps on the way to becoming the premier college baseball camp in the nation.

Where It Started

History of UT Baseball Program

The Texas Longhorns are the winningest college baseball program in NCAA history. Their success includes first ranking in terms of wins percentage and second in total wins at 3,097. Texas holds the records for most appearances in the College World Series at 33 and most individual CWS games won at 82. The Longhorns have won six NCAA baseball national championships, and they have made six other appearances in the CWS Championship Game or Championship Series. Texas has won 75 regular season conference championships and 15 other conference tournament championships in baseball.

History of Longhorn Baseball Camps Program

Longhorn Baseball Camps has offered baseball programs to amateur players between the ages of six and 18 for over the past 10 years. Traditionally, the camps focused on improving specific playing skills such as hitting and catching while exposing the participants to the unique benefits associated with the University of Texas brand experience. In recent years, Longhorn Baseball Camps came under the direction of veteran athletic manager, Mark Franklin.

Although the University of Texas touts a leading athletic program, Longhorn Baseball Camps has lagged in the sports camp market. It has seen small growth in the Austin markets among kids playing little league but hopes to expand into the market in Houston and Dallas. The program has a goal of becoming the premier college baseball program in Texas.

Brand Profile

Longhorn Baseball Camps is proud to be associated with the prestigious University of Texas brand. Academics and athletics are at the core of the UT brand. The motto for the University, “What Starts Here Changes the World” is applicable across the university’s activities. This standard of excellence and talent is exemplified in the University of Texas Baseball Program. The UT Baseball team gained notoriety for repeatedly attending the College World Series and is now respected as one of the premier baseball programs in the nation. Longhorn Baseball Camps was born out of the desire to expand upon the program’s dedication to superiority to young athletes all over Texas. True to the university’s motto, Longhorn Baseball Camps aims to be a part of training and mentoring the athletic leaders of tomorrow.

Advertising efforts in the past year aimed at attracting all level of players between the ages of six and 18. Signage is posted in and around UFCU-Disch Faulk field. Camp staff created pens, lanyards and stadium seats with the Longhorn Baseball Camp name and logo for campers and campers’ families to take with them to other sporting events. The program also maintains a listserv of past attendees who receive updated camp information via email.

The Longhorn Baseball Brand is described as an environment where players of all ages can receive quality instruction from some of the top instructors

in the game. Campers receive special attention from coaching staff because of a low camper to coach ratio. Longhorn Baseball Camps develops well-rounded athletes by cultivating positive attitudes about the game and encouraging personal optimistic thinking.

Longhorn Baseball Camps runs three winter camps, three spring camps and 11 summer camps. Each camp caters to a particular age range, differing from ages 6-18, 13-18, or 6-14. There are specialty, advanced, instructional/development, pre-season warm-up and all-star camps available throughout the year. The program recruits local high school and college coaches to work as counselors, coaches and chaperones for the camps. Longhorn Baseball Camps operate out of the newly renovated, first-class University of Texas’ UFCU-Disch Falk Field facilities. New additions to the field include new batting cages, a skills development area, along with new strength and conditioning, athletic training and team meeting areas.

Although the Longhorn Baseball Camps is not a new product, it is still in the market introduction phase of the product life cycle. Only 2% of parents surveyed knew any information about the baseball camps. People are aware of the camps because of their involvement with the University or their assumption that a successful baseball program must have a camp component. In the larger baseball camp market, the Longhorn Baseball Camps has limited brand definition. In order to increase their market share, Longhorn Baseball Camps identified a segment of their audience that could respond positively to a targeted marketing campaign.

Consumer Profile

Primary Target

The primary targets for the Longhorn Baseball Camp are parents between the ages of 25 to 45 that are already affiliated with the University of Texas. Most of these consumers will have graduated from the University of Texas. This cohort is diverse, highly involved and has already established a strong connection with the University of Texas. This connection with the University allows the consumer to connect with the experience that Longhorn Baseball Camps are.

Justification

This 25 to 45 year old market already has established a connection with the University of Texas at Austin. This unbreakable connection with the school attracts the target to any consumer product offered by the University of Texas. This specific group has the desire to continue their connection with the school, and pass the connection and love down to their children. They want only the best experience for the children.

Secondary Target

From the primary target lies the secondary target. The male children 8 to 12 of the primary target are the secondary focus of this campaign. Since their parents have established a connection with the University of Texas, the children will have established their own connection by listening to their parents and wanting to be like their parents.

Justification

Most children at this young age base their decisions and wants on what their parents are mostly connected with. Also, children are a primary decision maker in the home when it comes to how big of a house is purchased, what kind of car to purchase, and the next step would be what baseball camp to attend. This group feels special when older, more experienced players make a “personal” attempt to contact them.

Market Analysis

Today's society demands parents to find ways to keep their children happy and active and most choose to do this by enrolling their children in sports. In order to keep these children happy once their little league season is over parents look for other outlets that can highlight the fun of the beloved game as well as get them excited about the upcoming season. Parents rely on baseball camps to provide their children with a fun, memorable experience with friends new and old in a safe, kid friendly environment.

Demographic

Parents with young boys ages 8-12 send their kids to baseball camps that can give their children a fun experience in a safe knowledgeable environment. These parents are most concerned with their children having a memorable experience with their friends while improve on some baseball skills from professionals. The children that are sent to these camps are competitive but are not at the stage in their baseball career that they want to be the best in the nation. They are very dependent on their parents to make decisions for them but play a great part in this decision making process through great persuasion.



SWOT Analysis

Strengths

- Year-round programs
- Attractive facilities
- Association with notable baseball program
- Baseball Staff
- Parent friendly
- Attractive and prestigious University campus

Opportunities

- Interested, involved demographic
- Only program attached to a top university in Central Texas
- University of Texas budget advantages
- Baseball team gaining popularity
- Segment yields high brand loyalty potential
- Increasing lifetime relationship with customers

Weaknesses

- Negative association with Longhorn brand outside of Austin
- Niche market could exclude other possible consumers
- NCAA limitations
- Facility limitations

Threats

- Round Rock Express is established program
- Competition with other baseball camps
- Increased noise in extracurricular market
- Consumers unaware of the options Longhorn Baseball Camps offers

Competitive Analysis

Longhorn Baseball Camps competes with a variety of camps in the region. Rice and Texas A&M University both have recognized baseball programs with camp components. Round Rock Express also hosts camps, as do little leagues in the Austin area.

Rice University's baseball stadium, Reckling Park, was ranked as one of the best college baseball stadiums by Rivals.com. It has a capacity of 5,700 with climate-controlled indoor hitting and pitching facilities. The Rice Baseball team boasts 7 College World Series appearances and was the National Champion in 2003. They have hosted 8 NCAA Regionals and 5 Super Regionals at their stadium. Their winter camps consist of 2-day specialty camps focused on increasing skills in defense, hitting, pitching and catching. The daily sessions last 2.5 hours and the total attendance costs is \$125.

The University of Texas' most intense rival is Texas A&M University. The Aggies won the Big 12 Championship in 2008 and made the College World Series four times. Their stadium, Olsen Park, has a capacity of over 7,000 and was called "the best college baseball venue" in 2004 by Sports Illustrated On Campus. The baseball team practices in an indoor facility with batting cages and bullpens. In 2010 Olsen Park will undergo renovation. Their winter camps are either 1 day or 3 days long. The camp lasts for 4-5 hours per day with the 1 day camps costing between \$150-200 and the 3 day camps \$350. They also offer discounts for those who attend multiple sessions of the 1 day camps.

The University of Texas also competes with the Round Rock Express baseball camps. Director Howard Herrera was a former special assistant and camp director for the University of Texas baseball program. He and his son are both former players who played for National Championship teams. The Round Rock Express stadium, the Dell Diamond, has indoor batting cages and can seat around 12,000 people. The camps run for four days with the option of playing half-day, full-day or staying overnight. Half-day camps last 4 hours per day and cost \$200. The full-day and overnight camps cost \$400 and \$550, respectively, and are limited to 120 participants.

A final competitor to Longhorn Baseball Camps is the segment of local, neighborhood camps sponsored by little leagues. Campers can play with a little league during the regular season where they develop relationships with the staff and other kids on the team. These relationships help cultivate brand loyalty when the little leagues choose to offer camps. Convenience is the advantage for these camps. One-on-one interviews with parents revealed that location and price are key factors in choosing a camp. Situations where kids can walk to the camps or carpool with their friends are appealing as are programs that can keep their costs low. Local camps in the Austin area include the Austin Metro Baseball League, Texas Hardball and the Northwest Little League. Austin Metro runs a free camp and saw camp attendance increase from 42 to 156 participants after one year. Texas Hardball works with ESPN and Round Rock Express to put on 4-day camps in different locations.



Communication Objectives

Knowledge

Increasing knowledge of the Longhorn Baseball Camps benefits in the two market segment to yield an 18% increase in future knowledge studies conducted in Houston, College Station, Forth Worth, Dallas, San Antonio and Austin. This increase will raise knowledge levels from 2% to 20%.

Tro'vata conducted secondary and primary research in order to plan an appropriate and robust marketing strategy for Longhorn Baseball Camps. This research helped Tro'vata gain insight into the needs, desires and expectations of potential Longhorn Baseball Camps consumers. Awareness of the Longhorn Baseball Camps program was high among all parents surveyed. However, only 2% of survey participants were able to enumerate specific information about Longhorn Baseball Camps. When asked to "name a baseball camp," over 60% listed the University of Texas.

The top three motivations for a parent in the camp decision-making process are having a fun experience, learning new skills and exposure to professional coaches. Longhorn Baseball Camps will capitalize on this information through a new campaign which exposes the multi-faceted offerings of its programs.

Marketing Objectives

Starting in January 2010, Longhorn Baseball camps will achieve a 30% increase in camp participants. For 2008, University of Texas at Austin Baseball Camps had an average of 85 kids per camp. The 30% increase will raise the number of participants to 125 kids per camp and a total of 2,125 for the entire fiscal year.

The Vision

Media Effort

Media Vision

Very little is known about Longhorn Baseball Camps in Austin among parents of young baseball players. Increasing knowledge of the benefits and services offered by the Longhorn Baseball Camps product is the number one concern for Tro'vata. This plan will carry the Longhorn Baseball Camps brand through a number of channels and a diverse media mix.

Building on University of Texas brand equity allows Longhorn Baseball Camps to cultivate a relationship with families that already have a connection with the 40 Acres. Nontraditional methods including Web promotions, promotional events and baseball cards. There is also a focus on tangible advertising such as postcards and posters.

How It Flows

Flowchart

Longhorn Baseball Camp Flowchart								
Media Type	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.
Postcards	█							
Posters			█	█	█			
Baseball Cards		█	█	█	█	█	█	█
Email	█	█	█	█	█	█	█	█
PA/Slides			█	█	█	█		
Public Relations		█	█				█	

Phases Analysis

First Base (Dec. 1st to Feb. 1st)

In the first phase of the campaign Longhorn Baseball Camps' promotional and advertising efforts will be used to create knowledge of the service. Emails and postcards will be the main way of getting the information out to the target audience by reaching them first hand. In this phase there will be a promotional event that will not only serve to raise awareness of the service but to the location as well. The event will give future campers a taste of what they are about to experience. Little of the media budget is spent in this phase because the idea is to gradually build knowledge of the service.

Stealing Base (Feb. 2nd to Apr. 30th)

The purpose of this phase is to build on what the first phase has already accomplished. In addition to the monthly emails and the postcard, posters and baseball cards will join the mix of the

media used. Both posters and baseball cards will be handed out during UT Baseball's home games as well as other athletic events, thus creating interest in the target audience by getting them at home base. To make sure that the target audience is reached public announcements will be made during the home games as well as a slide show. A contest will be announced online to draw traffic to the website as well as raise awareness of the service. This phase is a heavy set with media in order to establish knowledge of the camps before the summer session begins.

Running Home (May 1st to Jul. 31st)

This is the last phase and starts off with a heavy emphasis on media. There will be monthly emails, the distribution of baseball cards and posters, and a final event. The event will be the last opportunity for those still unsure about the workings of the camp.

Media Mix

Postcards

Post Cards will be sent to former camp attendees and members of Longhorn Kids Club detailing camp dates with special features. There will be two featured pictures of Longhorn Head Coach Augie Garrido, one showing him as a boy while the latter is a more current picture. The post cards will also include information about camp registration, traffic suggestions and a link to the Web site.

Posters & Baseball Cards

Longhorn Baseball Camps staff will hand out posters and baseball cards at University of Texas Baseball games and other sporting events. The posters capture a special moment in University of Texas Baseball history to double as an exhibit and advertising. The back will have information about camp dates and program details. The Baseball Cards designed for this campaign look like standard baseball cards. Each card will feature a former player on the front. Tro'vata suggests highlighting former Longhorns, Houston Street, Nick Peoples, Taylor Tigard or Brooks Kieschnick. Camp information will also be placed on the back. These would be fun for the kids to collect and possibly get signed by a coach to later

hang on their wall. Longhorn Baseball Camps staff will distribute the cards at all University of Texas events associated with baseball. Having these posters and baseball cards will create buzz for Longhorn Baseball Camps as well as keep your camps name in the front of parents mind when they are deciding what camp to send their children to.

Photo Contest

An Online fan photo contest will be advertised on the Longhorn Baseball Camps Web site where kids submit their favorite Longhorn fan picture from the Longhorn Baseball Season. Boys will encourage their family and friends to vote for their picture on the Longhorn Baseball website. A voting mechanism will be created so that Longhorn Baseball Camps can manage engagement and response. Winners will be chosen based on a majority vote. Tro'vata believes that a contest could drive traffic to the Web site. The five winners will be offered a chance to sing "The Eyes of Texas" during a University of Texas Baseball game. This contest will be promoted through the Longhorn Kids Club list as well as the current baseball camp database.

Promotional Events

Hey, Campers! Saturday, January 2nd 2010 from 4-6pm.

Longhorn Baseball Camps will host a meet and greet to open the 2010 camp season. This casual meeting will be strictly informational and social. Parents will have an opportunity to meet the camp staff while their children can mingle with other camp participants. This is a great opportunity to quell homesickness before camp starts. Also, Hey, Campers! offers parents a vehicle to become involved in their children's activities. Augie Garrido could make a brief special appearance to sign some baseball cards and meet his camper fans. Registration tables will be set up as a convenience to parents who haven't had the time to do so yet. Posters and Baseball Cards will be distributed throughout the evening.

Take Me out to The Ballgame Saturday, June 5th, 2010 3-7 pm

This will be an afternoon of fun activities and games for potential campers and their families. There will be cotton candy, snow cone & popcorn machines and candy to enjoy. Activities will include: baseball throw accuracy, baseball throw distance & a timed dizzy bat race to run around the bases. Winners will receive a camp shirt that

they will wear around town and to school, which will help promote the Longhorn Baseball Camps. Posters and Baseball Cards will also be distributed at this event. These events serve as ways to get parents and their potential campers out to check out the facilities while their kids get to have fun memorable experience in the name of baseball. Also, parents will be eligible for a 5% discount off of the registration fee after they participate in "Hey, Campers!" and "Take me Out to the Ballgame." These events will be promoted through press releases and the various lists available to the Longhorn Baseball.

Email Brochure:

Longhorn Baseball Camps will use an email brochure to communicate information about the year's programs. Any time that the camps promote an event, staff members will offer a mailing list sign-up for interested parents. Longhorn Baseball Camps will use this list to email different brochures that highlight a variety of coaches, players, and entertainment programs. The emails will be formatted to fit a "Did you know?" theme of increasing knowledge. These e-blasts can be sent throughout the year as a friendly reminder of what Longhorn Baseball Camps have to offer.



Entertainment

Longhorn Baseball Camps schedule intentional time for relaxation during the camp day. Primary research revealed that a portion of parents want to see more variability in the camp's daily programming. To help create a balance between baseball fun and an excellent University of Texas experience, Tro'vata recommends offering entertainment options to campers that could be outside of Longhorn Baseball Camp's budget. Entertainment options could include a trip to the Blanton Museum of Art, a tour of the Harry Ransom Center, a walkthrough at The UT Football Indoor Practice Facility aka The Bubble, tours of the University of Texas Tower and the Denton A. Cooley Pavilion, or a night of underground bowling at the Texas Union. Campers attend sports camps with hopes of meeting a famous coach. At Longhorn Baseball Camps, Head Coach Augie Garrido offers star-status to young players. On the first day of camp, the kids will see a welcoming video with Coach Garrido on the big screen. They will also have a chance to sing "The Eyes of Texas" at the camp kick-off. As another tie-in, Tro'vata proposes filming instructional videos that could be recycled throughout the camps season.

The Breakdown

Budget Strategy

For the duration of the fiscal year, Tro'Vata proposes an overall budget of \$8,000. This budget was reached through a discussion with a representative from Longhorn Baseball Camps.

As discussed in the media portion, the budget will be divided between traditional media and different public relations events. The main portion of the budget will be spent on the production of tangible forms of advertising, such as baseball cards and posters.

Public relations will consist of \$2,120, or 26 percent of the budget. This will fund the two events held before the winter and summer camps.

Another \$2,000, or 25 percent of the budget will be spent on promotional slides and public announcements at University of Texas at Austin home athletic events.

A contingency amount of \$1,000, or 13 percent of the budget plan will be set aside for any unexpected expenses that occur with the production of the creative materials and the implementation of the promotional events.



ADVERTISING AND PROMOTIONAL BREAKDOWN

Type	Amount	Price
Baseball Cards	4,000	\$2,080
Postcards	3,000	\$200
Posters	2,000	\$600
Hey Campers! Event		\$1,150
Take Me Out Event		\$970
Slides and PA Announcements	26 games	\$2,000
Contingency		\$1,000
Spare		\$8,000

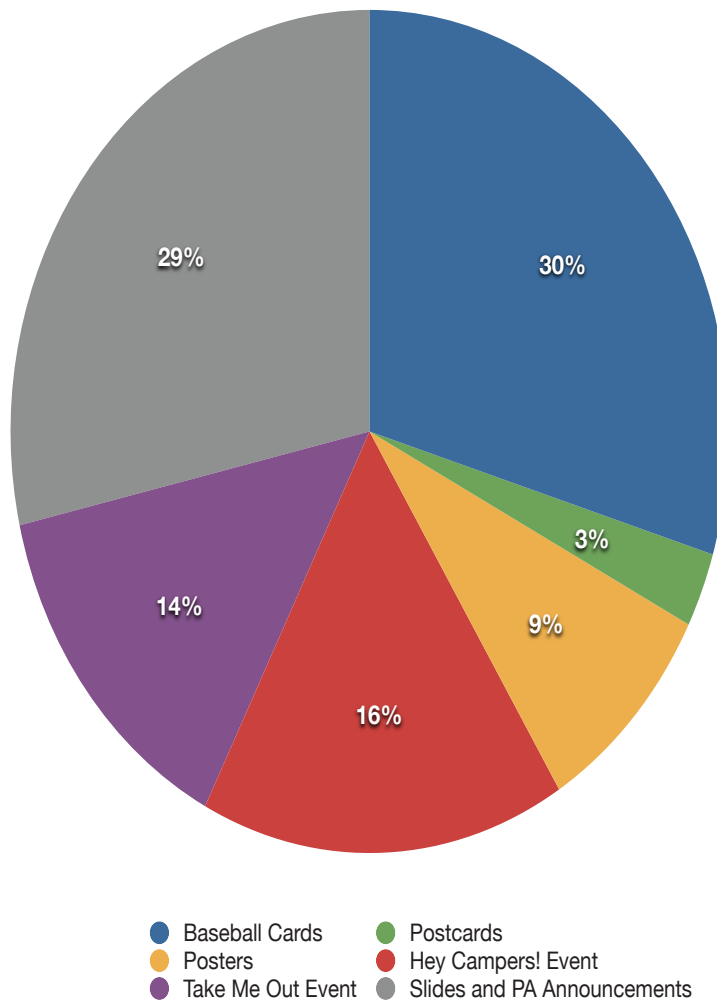
HEY, CAMPERS! BUDGET BREAKDOWN

Materials	Amount	Price
Cupcakes	250	\$650
Beverages	250	\$100
Staff/Contingency		\$400
Total		\$1,150

TAKE ME OUT BUDGET BREAKDOWN

Materials	Amount	Price
Cotton Candy	130	\$135
Popcorn	130	\$135
Snow Cones	250	\$200
Beverages	250	\$100
Staff/Contingency		\$400
Total		\$970

ADVERTISING AND PROMOTIONAL CHART

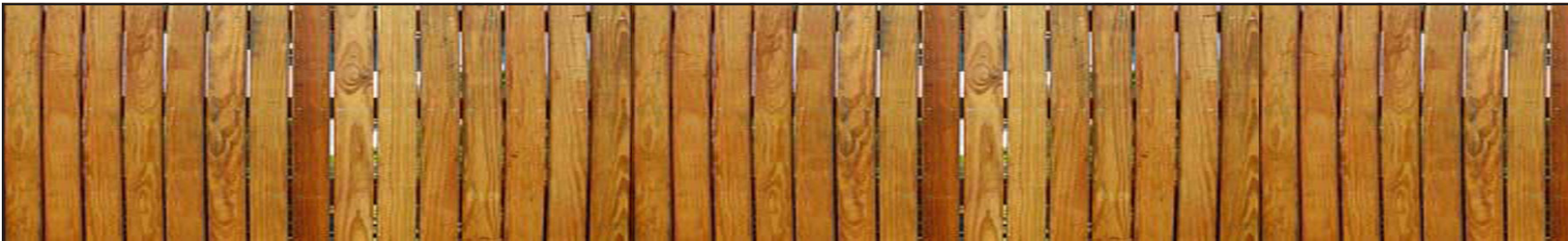


The Breakdown

New Break-even Analysis

A 30 percent increase in participants will result in an increase to the break-even budget. Currently, the break-even budget for all 17 camps equal to \$600,000. By increasing the number of each camp attendance by 40 participants per camp, a total of 2,125 for the entire year, additional coaches and staff will need to be hired.

With the increase to 125 participants per camp, the number of coaches needs to be increased by five, equaling to 21 in total. Included in this number are two field supervisors, a trainer and any extra coaches needed to accommodate an overage of participants.



NEW BREAK-EVEN BREAKDOWN

Type	Amount
Coaches Salary	\$315,000
Camp Coaches	\$160,000
Employees Salary	\$50,000
Fringe Benefits 20%	\$105,000
Busses and Dorms	\$70,000
Food	\$35,000
Promotional	\$8,000
Misc. (Office supplies, Insurance, Labor)	\$22,000
Total	\$765,000

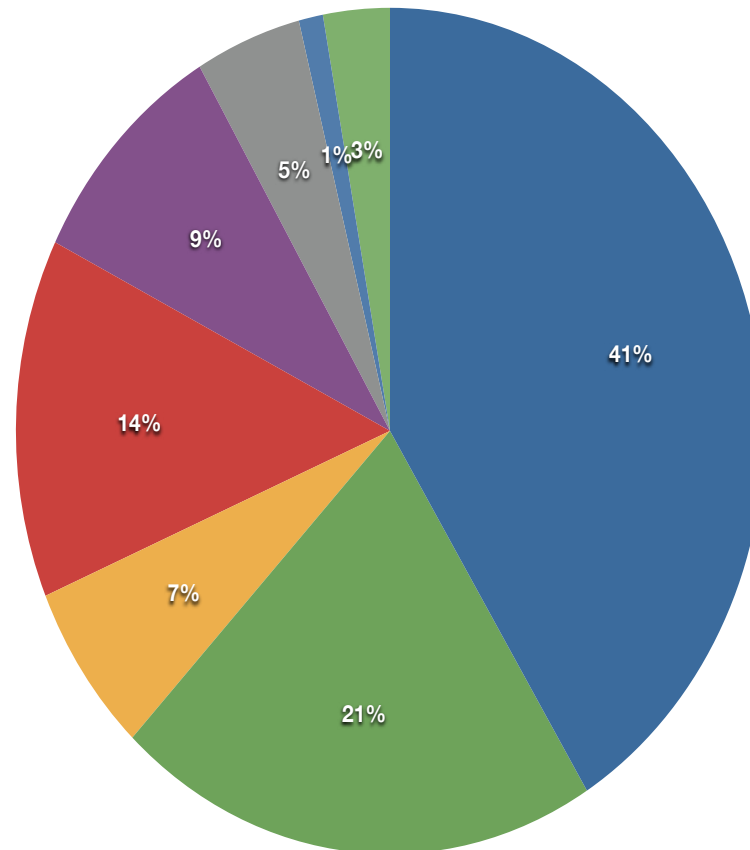
- Coaches Salary
- Camp Coaches
- Employees Salary
- Fringe Benefits 20%
- Busses and Dorms
- Food
- Promotional
- Misc. (Office supplies, Insurance, Labor)

30% INCREASE PROFIT

Extremes	Amount
All Partial Day Participants (\$275)	\$585,000
All Overnight Participants (\$550)	\$1,169,000
Average	\$877,000
Minus 2% UT Admin Fee	\$17,540
Total	\$859,460
Break-even	\$765,000
Profit	\$94,000

Note: Calculation based on two extremes: 1.) all 125 as partial day participants; 2.) all 125 as overnight participants for the entire fiscal year.

NEW BREAK-EVEN BUDGET CHART



Overview

All creative executions will highlight the UT experience. The messaging itself will speak directly to this experience, and the media chosen will allow campers to save the material and bring it home with them, thus extending their experience well beyond the camp.

Posters

Posters will serve as a constant reminder of Longhorn Baseball Camps to young players. The design lends itself to being hung on the wall in a kid's bedroom, and the camp schedule on the back will increase knowledge of what the camps have to offer. The inspiring poster supports the goal of creating a "UT Experience" that follows the campers home.



You never know where the game
will take you. How far will you go?



www.longhornbaseballcamps.com

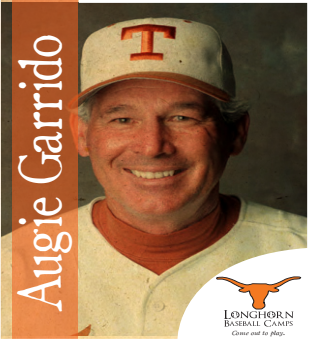


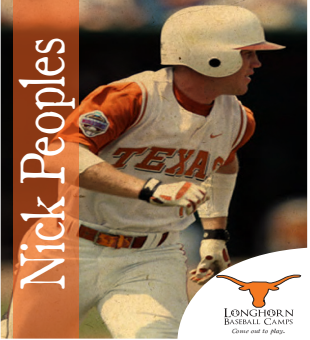







Postcard

The personalized post cards allow for a real connection between young players and Longhorn Baseball Camps. Appearing to come straight from Augie himself, the experience of UT will be communicated in a simple way.

Baseball Cards

Baseball cards will feature former players, UT facilities, and the coaching staff. These cards will serve as a reminder of the UT experience, and also create semi-heroes and icons that young campers can get excited about. Former campers will look back and remember actually being there or meeting the people featured on their cards.

 <p>Augie Garrido</p> 	<p>Augie Garrido has more wins than any other baseball coach in NCAA history.</p> <p>www.longhornbaseballcamps.com</p> 
 <p>Nick Peoples</p> 	<p>Former UT player Nick Peoples now plays for the St. Louis Cardinals.</p> <p>www.longhornbaseballcamps.com</p> 
 <p>Disch-Falk Field</p> 	<p>Disch-Falk Field is widely recognized as one of the best collegiate baseball parks in America.</p> <p>www.longhornbaseballcamps.com</p> 

New Website



THE UNIVERSITY OF TEXAS

LONGHORN BASEBALL CAMPS

Come out to play.

HOME REGISTRATION SCHEDULE FACILITIES COACHES & STAFF CAMP PICTURES F.A.Q'S

0:50 / 3:37

WHAT STARTS HERE CHANGES THE WORLD
...of Baseball.

Creative Campaign

Promotional Events



Longhorn Baseball Camps Meet and Greet
January 2, 2009
4:00pm - 6:00 at UFCU Disch-Falk Field

Come out to Disch-Falk Field on January 2 to get a taste of what Longhorn Baseball Camps are all about. Oh, a taste of a cupcake, too! Free cupcakes for all courtesy of Austin's own Hey, Cupcake!

Event includes a meet and greet with the staff as well as a question/answer session. Campers who sign up at the event receive 5% off the registration fee. See you there!



LONGHORN
BASEBALL CAMPS
Come out to play.

www.longhornbaseballcamps.com

Tro'vota PR

707 Guadalupe St. Austin, TX 78705

Longhorn Baseball Camps

FOR IMMEDIATE RELEASE:
Dec. 29, 2010

Austin, TX. Dec. 29 — Hey, Campers! Longhorn Baseball Camp will be hosting a meet and greet event at UFCU Disch-Falk field to give parents and their campers an opportunity to have a taste of what camp will be like. The event will take place Jan. 2 from 4-6 p.m. and will have Hey, Cupcakes! for those who attend. Camp staff will be there in order to answer any questions parents may have, help them register and tour the facility their kids will be using. The kids will also be able to see where they will be attending camp and meet the people they will be playing with.

Longhorn Baseball camp wants to offer an evening of family fun and a chance to show local baseball fans what their camp program is all about. Parents and their children don't need to bring anything, except maybe their sweet tooth.

About Longhorn Baseball Camp

The University of Texas is a recognized public university located in Austin, Texas. Their baseball program has made the most College World Series appearances with 33 and rank second in National titles won with 6. The baseball program at Texas offers year around camps for kids ages 6-18 years of age. They are staffed with their own baseball coaches, other local college coaches and high school coaches.

FOR MORE INFORMATION, CONTACT:

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Fact Sheet

Who:

The University of Texas is a recognized public university located in Austin, Texas. Their baseball program has made the most College World Series appearances with 33 and rank second in National titles won with 6. The baseball program at Texas offers year around camps for kids ages 6-18 years of age. They are staffed with their own baseball coaches, other local college coaches and local high school coaches.

What:

Hey, Campers! Longhorns Baseball Camp will host a meet and greet event for interested parents and their future campers. There will be cupcakes available from Hey, Cupcake! For those attendees that are already registered or who register at the event will receive a 5% discount on one camp registration fee.

Where:

The event will take place at Texas' baseball stadium, UFCU Disch-Falk field.

When:

Hey, Campers! will take place on January 2 from 4-6 p.m.

Why:

Longhorn Baseball Camps wants to provide an opportunity for parents to ask questions about camp and see what it will be like for their kids first-hand. Camp staff will be there to answer any questions, show off the facility and help parents register. Also, the event will help allow kids to get a taste of what their camp experience would be like.

How:

For more information or if you would like to register, please visit our website at www.longhornbaseballcamp.com.

Tro'vota PR
707 Guadalupe St. Austin, TX 78705

Longhorn Baseball Camp Contest

FOR IMMEDIATE RELEASE:
Feb. 19, 2010

Austin, TX. Feb. 19 – Longhorn Baseball Camp wants to see your best fan photo from the 2009-10 baseball season. The picture can be silly, intense or totally fanatical as long as it was taken while cheering on the Texas Longhorn baseball team.

The contest is being put on by The University of Texas baseball camp program in order to spread the knowledge of their year-around baseball camps. In order to enter, the picture must be submitted to their website, www.longhornbaseballcamp.com, by 11:00 p.m. on April 1. The Longhorn Baseball Camp staff will then narrow the top pictures down to 10. On April 8 at 8:00 a.m. the public will be able to vote on the top 10 remaining photos to pick the five winners. The winners will be announced on May 1 via their website.

The first-place prize will be one free admission to any of the eligible camps. All of the top five winners will get to sing “The Eyes of Texas” on the field with the Texas baseball team before the Louisiana-Tech game on Saturday, May 16 at 12:30 p.m.

About Longhorn Baseball Camp

The University of Texas is a recognized public university located in Austin, Texas. Their baseball program has made the most College World Series appearances with 33 and rank second in National titles won with 6. The baseball program at Texas offers year around camps for kids ages 6-18 years of age. They are staffed with their own baseball coaches, other local college coaches and high school coaches.

FOR MORE INFORMATION, CONTACT:

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What:

The contest will choose the top 10 best fan photos from all that are submitted. The public will then vote on the top 5. The first-place winner will receive one free eligible camp admission and all of the winners will get a chance to sing "The Eyes of Texas" on the field with the team before a game.

Where:

The contest will take place entirely online at their website, www.longhornbaseballcamp.com.

When:

The contest will begin take submissions starting tomorrow, February 19. All entries must be submitted by 11:00 p.m. on April 1 and voting will start April 8 at 8:00 a.m. The winners will be announced on May 1 via the website. The five winners will sing "The Eyes of Texas" at the Louisiana-Tech baseball game on Saturday, May 16 at 12:30 p.m.

Why:

Longhorn Baseball Camps wants to spread knowledge of the camps they offer to Longhorn fans in a fun and interactive way through their website.

How:

Longhorn baseball camps will send out e-mails to spread word about the contest as well as announcing it at baseball games. All information will also be posted on their website. For more information or if you would like to register, please visit their website at www.longhornbaseballcamp.com.

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707 Guadalupe St. Austin, TX 78705

Longhorn Baseball Camps

FOR IMMEDIATE RELEASE:

June 1, 2010

Austin, TX. June 1 — Take me out to the ball game! Longhorn Baseball Camp wants you to take your camper out to the ball field, but no need to buy peanuts and crackerjacks; cotton candy, snow cones, Babe Ruth candies and popcorn will be provided.

The event will take place June 5 from 4-7 p.m. at UFCU Disch-Falk field to give parents and their campers a taste of the Longhorn baseball camp experience. The activities will include a baseball throwing accuracy contest, a baseball throwing distance contest and a timed dizzy race around the bases.

There will be a winner at the end of each hour for the most number of accurate throws, the farthest throw and best dizzy time around the bases. Those winners will receive a camp t-shirt and other small prizes.

Attendees that register at the event, or who are already registered, will receive a five percent discount on one camp registration fee.

Camp staff will be there in order to answer any questions parents may have, help them register and tour the facility their kids will be using. The kids will be able to see where they will be attending camp and meet the people they will be playing with.

Longhorn Baseball Camp wants to offer an evening of family fun and a chance to show local baseball fans what their camp program is all about.

About Longhorn Baseball Camp

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What:

Take me out to the ball field will be a family fun event that reminds parents and their campers about the upcoming summer camps. Cotton candy, snow cones, popcorn and Babe Ruth candies will be available to everyone that attends. It is an opportunity for parents to gather more information about camp and the campers to get a taste of what camp will be like. Activities for the kids will include a baseball throwing accuracy contest, a baseball throwing distance contest and a timed dizzy race around the bases. There will

be a winner at the end of each hour for the most number of accurate throws, furthest throw, and best time around the bases. Those winners will receive a camp t-shirt and other small prizes. Attendees that register at the event, or who are already registered, will receive a five percent discount on one camp registration fee.

Where:

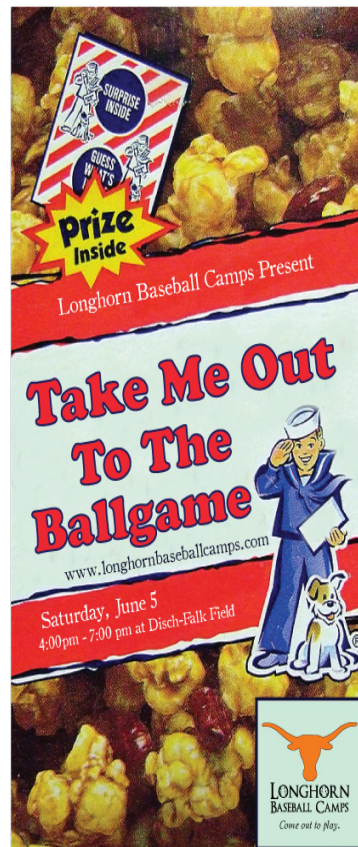
The event will take place at Texas' baseball stadium, UFCU Disch-Falk field.

When:

Take me out to the ball field will take place on Saturday, June 5 from 4-7 p.m.

Why:

Longhorn Baseball Camps wants to provide an opportunity for parents to ask questions about camp and see what it will be like for their kids first-hand. Camp staff will be there to answer any questions, show off the facility and help parents register. Also, the event will help allow kids to get a taste of what their camp experience will be like.



Additional Recommendations

Partnership: Tro'vata suggests exploring mutually-beneficial partnership opportunities with Longhorn Kids Club. Longhorn Kids Club has already developed an audience among kids in the Austin area and could provide insight and information to Longhorn Baseball Camps about how to move forward.

Duration of Camp: Several parents expressed a preference towards 5-day sports camps. An overwhelmingly 60% of parents surveyed stated that it was more a more convenient experience. Many parents today have full-time jobs. Longhorn Baseball Camps loses a portion of their market by only offering 3-day camps. To integrate the Houston, Dallas and San Antonio markets into Longhorn Baseball Camps marketing strategy, Tro'vata suggests increasing the camp length to five days. Most parents viewed five days as the preferred time frame because it was long enough to give their children the most adequate time to learn and refine new skills. Tro'vata conducted extensive primary research which has helped us devised a list of recommendations that would ensure a higher attendance rate and retention rate and the camp will be an even greater success.

Transportation and Parking: A major concern from the target market research was the lack of parking options available to customers at the UFCU Disch-Falk Baseball Fields. Tro'vata recommends organizing a partnership with University of Texas Parking & Transportation to arrange prepaid parking permits for camp parents. Another area to explore would be offering a shuttle that could run parents to and from Disch-Falk every 10 to 15 minutes in groups.

Shade: Texas summers are hot. Standing out in the heat can drain even the strongest of players. Campers are easily worn out in this type of extreme heat. Parents expressed apprehension at the idea of an outdoor camp because of this very concern. Tro'vata suggests offering more fluids to campers on the field and pitching tents to provide areas of shade.

