

SALT LAKE CITY STARS



Rebranding Proposal



About Me

Name: Michael Horton

Age: 23 years old

Institution: University of Wisconsin-Madison



Meet the Stars

Team Name: Salt Lake City Stars

Location: Salt Lake City, UT

Team Colors: Navy, Gold, White

League: NBA G-League

Mascot: Buster the Bear

Division: Southwest



Stars History

- Founded: 1997 (as the Idaho Stampede)
- Apart of the CBA from 1997-2006
- Purchased by Utah Jazz and moved to Salt Lake City in 2015
- Name changed to Stars ahead of 2016-17 season



Stars History

-All-time record: **541-596 (.476)**

-**Won first and only championship
in 2008**

-Record last two seasons: **13-34
(.277)**



Meet the Stars



Ryan Smith
Owner



Marquis Newman
General Manager



Scott Morrison
Head Coach

Where We Play

Maverik Center

Capacity: 12,500



Social Media & Websites

Social Media Presence:

Instagram: 20.2k followers

Twitter: 8.6k followers

Facebook: 14k likes

Website Overview:

Very cookie-cutter for G-League, but consistent with information and updates.



Team Sponsors

- Larry H Miller Dealerships
- University of Utah
- America First Kitchen Union
- Zions Bank
- CleanEatz Kitchen



ZIONS
BANK®



SWOT Analysis



Strengths:

- Large market for a G-League team
- Relatively long history
- Thriving job market for young people

Opportunities:

- More seats = More potential fans

SW

OT

Weaknesses:

- Competing with Utah Jazz
- Uninspiring name
- Recent poor performance

Threats:

- Becoming irrelevant in the SLC market
- The G-League is unpopular

Finally...
The Rebrand

BILLINGS

BISON



Why Billings?

Montana's size and population limit its potential to host a professional sports team, but it would be a solid home for a minor-league type of squad like the Bison.

The city has a history of hosting teams at similar levels, such as minor league baseball, hockey and indoor football.

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Montana



Our New Home

First Interstate Arena

-Has a seating capacity of 10,500 for basketball, allowing us to move to a venue of similar size.

-The venue holds a variety of sporting and entertainment events, making it the perfect home for the Bison

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Rebranding Objectives

1. Bring a sports identity to Billings and Montana as a whole
2. Make the Bison stand out in the saturated market of G-League teams
3. Create addictive slogans and traditions that will stick with fans of the team and the league

Name and Logo Design

We decided to stick with the navy and yellow colors, as they are easy to design with and communicate our relationship with the Utah Jazz.

We chose a **Bison** as our new mascot, because they are popular in Montana and provide us with more uniqueness than “Stars”.

We believe that the logo of a bison silhouette is attention-grabbing (sort of like the **Buffalo Bills**), yet minimalistic and modern at the same time.

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NEW UNIFORMS

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HOME



AWAY



ALTERNATE





Uniform Notes

- We decided to put “Billings” on our home uniforms, because we want the home crowd to always feel connected to the team when we play.
- We placed an “MT” patch on our home and away uniforms to communicate our connection to the state of Montana. Our alternates feature a “97”, the year the team was founded, since they already say “Montana” on the front.
- We wanted our fonts to be bold and brash to display confidence in our unit.

Our Vision

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GET BIG

This will be our main slogan for all team related activities. We want to be known for big players, big personalities and big performances.

Going forward, the team will have a tradition of coming onto the court while the introduction to “Get Big” by Dorrough plays.



Communication Initiatives

#GetBig- Our primary slogan

#ForTheMT- Means “For Montana”, tells the fans that their support is our highest priority

#FeelsLike08- References 2008, the year of our franchise’s only championship. This hashtag will be popular when the team is succeeding.

Advertising Plan

Target audience: **The Billings community and general basketball fans**

Message placement: **Various areas in the Billings region of Montana, as well as print advertisements in newspapers.**

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In-Game Event

What is it: Small Business Spotlight Day, small businesses set up tents outside of the arena and sell various products

When is it: Before and after a Bison game

Sponsor: Waggoners Trucking Co., as well as the businesses with the tents

Goal: “Small Business Saturday” has been very popular to the Billings locals in the past few years, so we want to bring the businesses to our fans

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Offseason Event

What is it: Casual softball game with members of the Bison

Giveaway: Big Bear Sports Center, a local sporting goods store, will offer a raffle for a Lifetime basketball hoop and other smaller prizes

Goal: Raise money to promote sports opportunities for youth in Billings

Sponsors: Big Bear Sports Center





Cause Related Marketing

“Bison Buddies”: A Fundraiser for autism research

The Cause: Support for children with mental disabilities

Audience: Families of Billings

Outcome: Creating strong bonds with the Billings community that will positively impact our young fans

Cause Related Marketing



Our Partner:

The Montana Branch of Best Buddies International, a non-profit organization that helps children with mental disabilities create meaningful relationships.

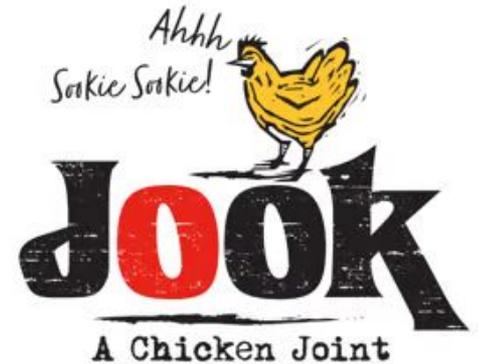
Monetary goal: \$20,000



Cause Related Marketing

Our Potential Sponsors:

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THANK YOU!

Thank you for listening to my presentation. I believe that Montana deserves to have an electric basketball team, and that the Bison will be beneficial to both the Billings community and the league as a whole. I am thrilled to see what the future holds for this team.

#GETBIG

**BILLINGS
BISON**

