

Sporting Event Trigger Worksheet

Sporting events are great to work with as the messaging can be very specific and relevant. Also with sporting there are of course national sporting events which everyone can relate to but what appears much more personalized is when the brand can speak to a local game that may be about to happen or may actually be happening. This kind of personalization makes the brand look really smart and leaves the user wondering “how did they know there was a local LaCrosse tournament today?”

Major Sporting Event	Timing	DMA/National	Team	Tag Line Messaging
<i>Campaign end date expected mid-November</i>				
MLB	Leading up to the event	Baltimore	Orioles	Baltimore, get fired up for the first pitch and tailgate with JW
PER TEAM	After the event			Win or Lose, post game is always a home run if you celebrate with JW
	Leading up to the event	Boston	Red Sox	
NFL	Leading up to the event	Buffalo	Bills	Buffalo, take over tailgate and get ready for kick off with JW
PER TEAM	After the event			Win or Lose, don't fumble the opportunity to keep the tailgate spirit alive with JW
	Leading up to the event	Miami	Dolphins	Miami, see what all the buzz is about and tailgate with JW
	After the event			Win or Lose, don't get caught scrambling to find the action. Start your own celebration with JW
				Don't forget to bring JW as you rush to the after party to celebrate the win
				Stiff-arm the disappointment of the defeat, keep the experience alive with JW
	Leading up to the event	New England	Patriots	
	After the			

	event			
	Leading up to the event	New York	Jets	New York,
	After the event			Win or Lose,
	Leading up to the event	Baltimore	Ravens	Make the crowd come to you. Celebrate the win with JW
College Football	Leading up to the event	Cincinnati	American Athletic	Gear up for the girdiron and fly striaght to the tailgate with JW
PER TEAM	After the event			Win or Lose, touch down at the post game tailgate with JW
	After the event			
US Open	Leading up to the event	National		
	During the event			
	After the event			
Ryder Cup	Leading up to the event	National		
	During the event			
	After the event			
NASCAR GEICO 400	Leading up to the event	National		
	During the event			
	After the event			
PRESIDENTS CUP	Leading up to the event	National		

	During the event			
	After the event			
NASCAR HOLLYWOOD CASINO 400	Leading up to the event	National		
	During the event			
	After the event			
NASCAR BofA 400	Leading up to the event	National		
	During the event			
	After the event			
IRONMAN WORLD CHAMPIONSHIP	Leading up to the event	National		
	During the event			
	After the event			
CHICAGO MARATHON	Leading up to the event	National		
	During the event			
	After the event			
NASCAR CAMPING WORLD RV SALES 500	Leading up to the event	National		
	During the event			
	After the event			

WORLD SERIES	Leading up to the event	National		
	During the event			
	After the event			
NASCAR GOODY'S HEADACHE RELIEF SHOT 500	Leading up to the event	National		
	During the event			
	After the event			
ATP WORLD TOUR FINALS	Leading up to the event	National		
	During the event			
	After the event			
NYC MARATHON	Leading up to the event	National		
	During the event			
	After the event			