



# S2 Family Night

Report Out

## S2 Family Night, Presented by the City of Tukwila

- Goal:
- Create a family focused experience;
  - Expand the City and business relationship with Seattle Sounders FC;
  - Increase visitors to the City; and
  - Create a branding experience for the City.



# Promoting the Game

Digital



# Promoting the Game

Print

**S2**

family match

presented by THE CITY OF TUKWILA

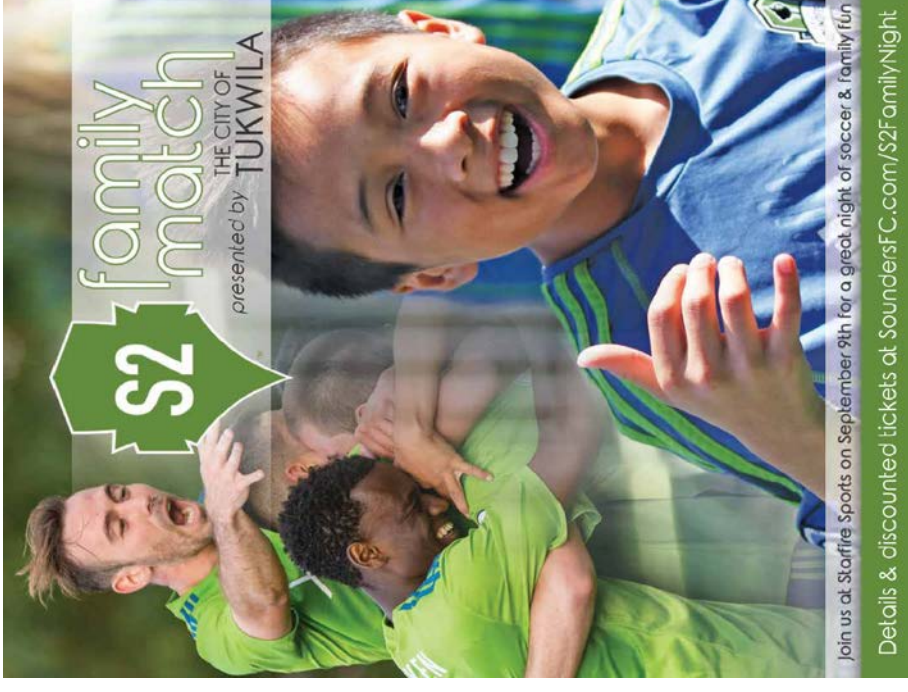
Join us at Starfire Sports on September 9th for a great night of soccer & family fun

Details & discounted tickets at [SoundersFC.com/S2FamilyNight](http://SoundersFC.com/S2FamilyNight)

# Promoting the Game

Print

- Tukwila Reporter (General Funds)
- Parentmap (Lodging Tax)



# Promoting the Game

## Social Media

**Seattle Sounders 2** @SoundersFC

Saturday's S2 Family Match, presented by @CityofTukwila, features bounce houses, face painting & more!  
 discount: [soundersfc.com/s2familynight](http://soundersfc.com/s2familynight)



11:51 AM · 6 Sep 2017

**Seattle Sounders FC 2**  
 September 6 at 11:18am · 🌐

The S2 Family Match is Saturday, Sept. 9!  
 Join the City of Tukwila - Government and Forever Green Kids Club by Delta Dental of Washington for family activities and discounts!  
 More info -> <http://sndrs.com/s9nx7>



👍 Like    💬 Comment    ➦ Share

# Promoting the Game

Email

- Sounders FC Email

## S2 FAMILY NIGHT



### Looking for a fun family activity?

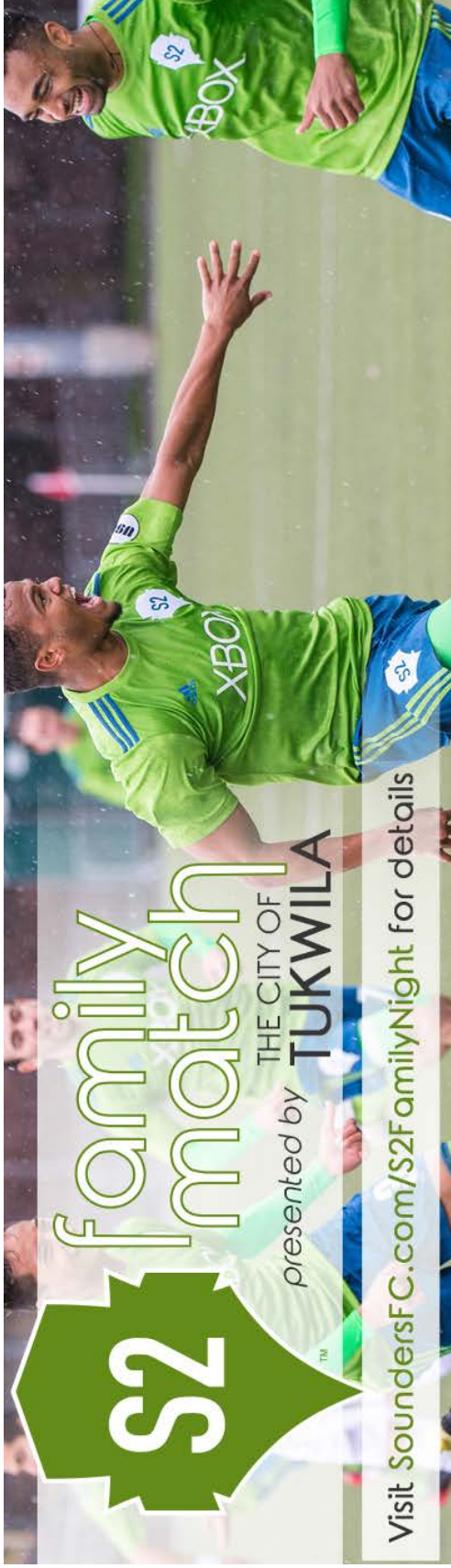
Join us for Sounders FC 2 Family Match on September 9th, presented by the City of Tukwila! Family friendly activities include giant jenga, cornhole, bounce houses, giveaways and more! There will even be a special appearance by the City of Tukwila Firetruck! Half-price tickets are available, courtesy of the City of Tukwila, along with a Dip n' Dots discount!

Promo Code: TUKWILA

[BUY TICKETS NOW](#)

# Promoting the Game

Outdoor





# Game Day Activation



# Game Day Activation



# Game Day Activation



# Business Engagement

- BECU
- iFly
- Acme Bowl
- Courtyard by Marriott
- Home2Suites
- Candy Tyme
- Habit Burger
- Museum of Flight

# Metrics

<u>Media</u>	<u>Impressions</u>	<u>Engagement</u>
<i>Parentmap</i>		
Print:	207,000	
Web:	45,000	32
enews:	24,500	111
<i>Seattle Sounders FC</i>		
Website:	338	
Social Media:	13,891	343

# Financials

- \$25,000 awarded of lodging tax funds
  - o Total Cost: \$15,115

Unused funds revert back to lodging tax fund.

# Lessons Learned

- Business Partners in the City are eager to work with Seattle Sounders.
- Having contracts in place with professional services saves time.
- City needs to expand its library photography.
- Game day events should have been activated throughout halftime.
- Cannot control the weather.
- Cost reductions through partnerships.

# Questions?

