

Aspire Consulting

Proposal For Blue Sport Stable

blue 

SPORT
STABLE

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Who is Blue Sport Stable?

- Community-focused sports facility
- Offers a variety of activities
- Prioritizes an active lifestyle + community engagement.

SWOT

<p><i>Strengths</i></p> <ul style="list-style-type: none">• Builds strong local community relationships.• Offers a clear financial incentive to join.• Leverages proximity of the target audience for higher engagement.	<p><i>Weaknesses</i></p> <ul style="list-style-type: none">• Website organization - consumers don't know all the activities offered• Marketing• Reliance on effective communication with apartment complex management.• Potential short-term strain on resources if demand spikes suddenly.
<p><i>Opportunities</i></p> <ul style="list-style-type: none">• Expands Blue Sport Stable's member base.• Creates opportunities for word-of-mouth marketing among residents.• Encourages partnerships with additional local organizations.	<p><i>Threats</i></p> <ul style="list-style-type: none">• Competitors may respond with similar offers.• Potential for residents to use discounts without engaging long-term.• Economic fluctuations affecting discretionary spending.

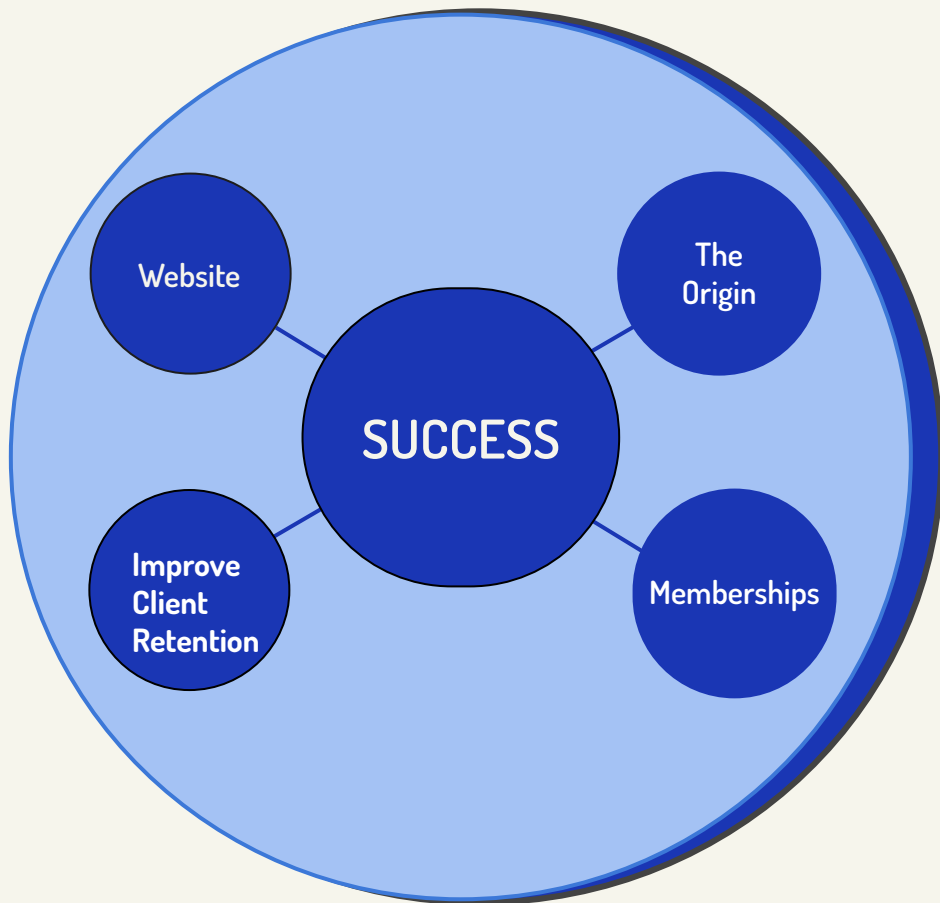
Blue Sport Stable Problem

1. Marketing Efforts
2. Expand to the broader community
3. Solve underutilization of the facilities



Strategy Proposal

Our team has identified 4
key strategies to
introduce and optimize for
success



Proposals

Memberships

Unlimited Access Memberships

The Stable should offer monthly memberships for individuals and families

The Origin Partnership

The Origin Partnership

Offering the neighboring apartment complex initial discounts

Website Makeover

Website Makeover

More organized, marketing focused, more pictures and descriptions

Membership Overview

Individual Memberships

**Up to 1 Member*

Options:

1-Month Plan
6-Month Plan
Annual Plan

Family Memberships

**Up to 2 Parents and 3 kids
19 years old or under*

Options:

1-Month Plan
6-Month Plan
Annual Plan

Features

Unlimited Access

Members can use all facilities, including the ice rink, gym, and sports courts.

Convenience

Optional shuttle service adds value for busy professionals and families.

Flexibility

Monthly, semi-annual, and annual plans cater to different financial needs.

Family-Friendly Plans

Affordable pricing for larger households encourages family participation.

Members can enjoy significant savings by choosing a one-time upfront payment for their membership. Get a **5% discount** when paying for a **6-month membership** or a **10% discount** for a **1-year membership**. This option offers financial savings, eliminates monthly billing, and encourages consistent facility use.

Membership Pricing

Price Points for the 4 Memberships Blue Sports Stable will use
based on local competition



1 Month Individual Membership

\$95 Total

6 Month Individual Membership

**\$85 per Month
\$510 Total**

With 5% Discount:
\$484.50 (Save \$25.50)

Annual Individual Membership

**\$75 per Month
\$900 Total**

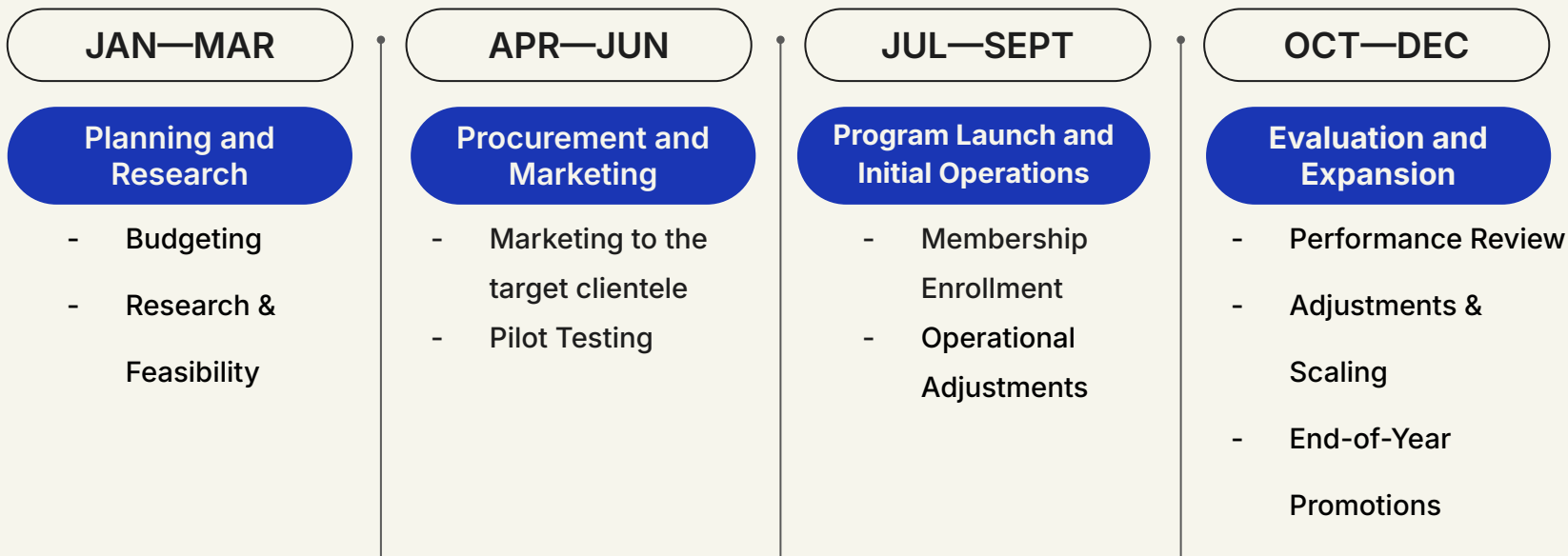
With 10% Discount:
\$810 (Save \$90)

Annual Family Membership

**\$225 per month
\$2700 Total**

With 10% Discount:
\$2,430 (Save \$270)

Membership Timeline



Membership Benefits & Risks

Benefits:

- **Membership Growth:** Attracts new members by offering value-added services.
- **Brand Differentiation:** Sets your organization apart by providing a unique amenity.
- **Improved Retention:** Encourages continued membership by reducing logistical barriers.
- **Revenue Opportunities:** Additional membership tiers or fees can offset costs and boost revenue.
- **Community Engagement:** Builds a sense of community as members interact during membership hours

Risks:

- **Uncertain Demand:** Risk of underutilization if the service doesn't meet members' needs.
- **Overcrowding and Diminished Experience:** Offering too many memberships can lead to overcrowding during peak hours, reducing the quality of the user experience. This could result in negative reviews, cancellations, or reputational damage.
- **Financial Risk from Low Retention:** If members sign up but don't renew, the facility may not cover its fixed costs (like equipment maintenance, staffing, and rent). This is especially risky if the facility offers upfront perks or discounts.



Proposal 2

The Origin Partnership

The Origin Conditions & Details

Objective: Leverage the close proximity of The Origin to Blue Sport Stable to create a mutually beneficial partnership that works to enhance the lifestyle of residents while also boosting membership visibility for Blue Sport Stable.

Details:

Discounted Membership Offer:

- Residents of The Origin will receive an exclusive membership rate to gain access to Blue Sport Stable.
- Residents will receive a 15% discount on membership for the 12 months, to give them a feel of the facility and then later on decide if they want to pursue a long term membership.

Eligibility:

- Discount is only applicable to verified residents of The Origin
- Proof of residency must be shown when following through with this offer

Marketing and Outreach:

- To inform residents of this membership offer promotional emails, texts, flyers, and community events will help Blue Sport Stable let the residents know of this offer.
- Letting residents walk around the facility and check it out, will make them more likely to take on the membership.

The Origin Conditions & Details cont.

Details continued:

Benefits for The Origin Residents:

- Affordable access to a high quality sports facility with several offerings ranging from ice hockey to pickleball.
- Encourages a healthier and more active lifestyle

Benefits for Blue Sport Stable:

- Increased membership from an audience just steps away.
- Greater brand awareness spread through Downtown Superior and the community.

Terms of Partnership:

- The Origin and Blue Sport Stable outline clear terms regarding the membership offered to residents including the price of discounted membership, duration, and renewal.

Duration and Review:

- The initial discount is going to run for 12 months, which will then be reviewed after the 12 months to assess what portion of The Origin participated and what financial impact it had on Blue Sport Stable.
- Adjustments can then be made after further review based on how successful the partnership was, and the feedback from residents.

Budget Proposal Cont.

Membership Discounts:

Assuming a target of 50 residents signing up for the first year:

- Discount per membership: \$135
- Total Cost of Discounts (50 Residents)
 - $\$135 \times 50 = \$6,750$
 - The \$6,750 is the total subsidy, showing how much it would cost Blue Sport Stable to offer this membership discount.

This allocation of money assumes a moderate adoption rate to gauge initial interest of how interested Origin residents would be. Based on actual participation seen over time, adjustments can be made.

Marketing and Outreach:

Digital Marketing: \$3,000

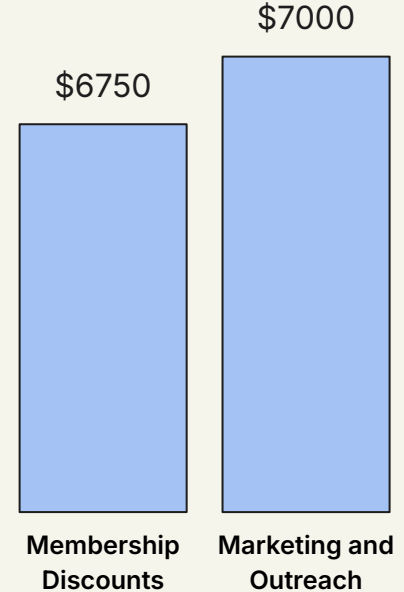
- Social media campaigns, emails, texts, and ads for The Origin residents.

Printed Materials: \$2,000

- Flyers, posters, and mail for The Origin residents.

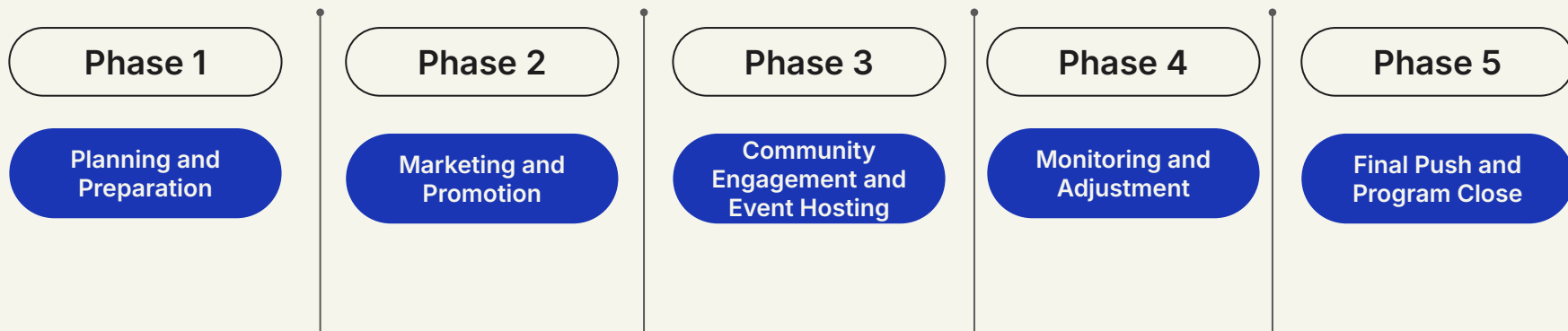
Event Hosting: \$2,000

- Offering an event for Origin residents similar to an open house where they can go and visit Blue Sport Stable and participate in the activities. This event budget will include food, signage/posters, and staffing.



The Origin Partnership Timeline

Assuming start date
of January 1, 2025.



Timeline Breakdown

Phase 1: Planning and Preparation

- Week 1-2
 - Finalize the agreement between The Origin and Blue Sport Stable, make sure the terms and conditions of the partnership are clear.
 - Specific logistics for verification of residency and membership enrollment.
- Week 3-4
 - Develop marketing strategy, making sure the channels for promotion are clear. Create the key messaging and identify the best ways to promote the offer,
 - Design the promotional aspects including flyers, emails, texts, social media and website ads.

Phase 2: Marketing and Promotion

- Week 1-2
 - Launch digital marketing campaign (emails, texts, social media ads, and Google Ads)
 - Print flyers and posters, post them in The Origin and directly send flyers to each resident.
- Week 3:
 - Announce the discount offer to residents and publicize the planned event.
 - Use the online channels and community boards with the posted flyers to let the residents know the offer Blue Sport Stable has for them.
- Week 4
 - Finalize event plans for the Blue Sport Stable and The Origin open house event.

Timeline Breakdown Cont.

Phase 3: Community Engagement and Event Hosting

- Week 1-2:
 - Host the open house event for The Origin residents.
 - Continue with the online ads, social media posts, and continued flyer posting.
- Week 3:
 - Monitor the sign ups and track the reaction of The Origin residents.
 - Track what residents have signed up and who has not.
 - Send both texts messages and email reminders of the discount. Continue the texts and emails only to residents that have signed up.
- Week 4:
 - Follow up with residents who intended the event, send email/text reminders if they still have not accepted the offer.

Phase 4: Ongoing Monitoring and Program Adjustment

- Monthly Review
 - Assess effectiveness of marketing strategies, the event, and member sign-ups.
 - Adjust the need for more or less marketing, judge feedback and make changes based on criticism received.
- Ongoing
 - Track number of sign-ups
 - Keep campaigning, as new residents move in make sure texts, emails, and ads are going to them.

Timeline Breakdown Cont.

Phase 5: Final Push, Program Close, and Future Planning

- As the end of the year approaches, push for more sign-ups.
- If the amount of sign-ups are low offer incentives, such as a free-month membership or an even greater discount on the annual membership.
- If sign-ups continue to be low host another event, this will help possible new residents know what Blue Sport Stable has to offer.
- Continue supporting members and ensure that if they choose to renew their membership it is a smooth and seamless process.
- Analyze results of the offer. How well did the events work, how well the ads worked, and total ROI.
- Collect feedback from both The Origin and Blue Sport Stable to see what went well, what needs improvement, and generate new ideas.

The Origin Partnership Benefits & Risks

Benefits:

1. Increased membership for Blue Sport Stable
 - By offering discounted memberships to The Origin residents, Blue Sport Stable can attract a steady stream of new customers that are just a few steps away. More membership increased more loyalty from a local community like The Origin.
2. Marketing and Brand Exposure
 - Both parties can benefit from these joint marketing efforts. The close proximity between the complex and the facility makes it easier to promote both the living space and the facility. Potential customers will enjoy knowing that they are close proximity to a sports facility, especially if they already live a healthy lifestyle.

Risks:

1. Low Participation:
 - If the offer does not attract interest from the residents, there is a possibility the financial investment does not pay off. There is a risk of the projected number of signups won't convert to the amount invested for discounted memberships, would lead to less ROI for Blue Sport Stable.
2. Complexity:
 - Managing the verification process of verifying residency and ensuring only residents receive the discount can be logistically challenging. This process will take both training and time from Blue Sport Stable, and additional resources will be needed.



Proposal 3

Website Makeover

Website Makeover Overview

Blue Sport Stable's website plays a vital role in attracting potential members but currently faces user issues like empty spaces, disorganized navigation, and redundant content. While visually appealing and clear on the facility's mission, these shortcomings hinder user engagement and exploration of offerings.

This proposal focuses on creating a streamlined, user-friendly, and marketing-driven website. Key updates include improving navigation, condensing redundant sections, and showcasing amenities, memberships, and events. These changes aim to transform the website into a powerful tool for driving memberships, boosting event participation, and reinforcing Blue Sport Stable's community-focused brand.



Website Makeover Conditions & Details

Objective:

To create a more user-friendly, dynamic, and visually appealing website that resembles a more modern web design to improve navigation, accessibility, and engagement.

Details:

Key Improvements:

- **Enhanced Navigation:** Simplify the site structure, there is too much empty space and jumping around, to make it easier for visitors to find key information, such as memberships, event details, and contact information.
- **Membership Promotion:** Dedicate prominent sections, like the home page, to promote flexible membership options, seasonal passes, and special promotions.
- **Mobile and Computer Optimization:** Ensure the website performs smoothly on both mobile devices and computers by designing the website to be responsive.

Implementation Process: In order to meet the key improvements it is vital to follow three steps...

- Design Phase
- Content Update
- Testing & Feedback

Website Makeover Budget

1. Website Redesign:

- Our website redesign will include custom designed elements including animations and interactive features.
- It will also incorporate more enhanced and efficient functionality by adding the ability to purchase a membership online and to create a personal profile for the membership.


2. Website Domain & Hosting

- The new design will feature a professional .com domain which is well recognized and trusted by all users.



\$10,000

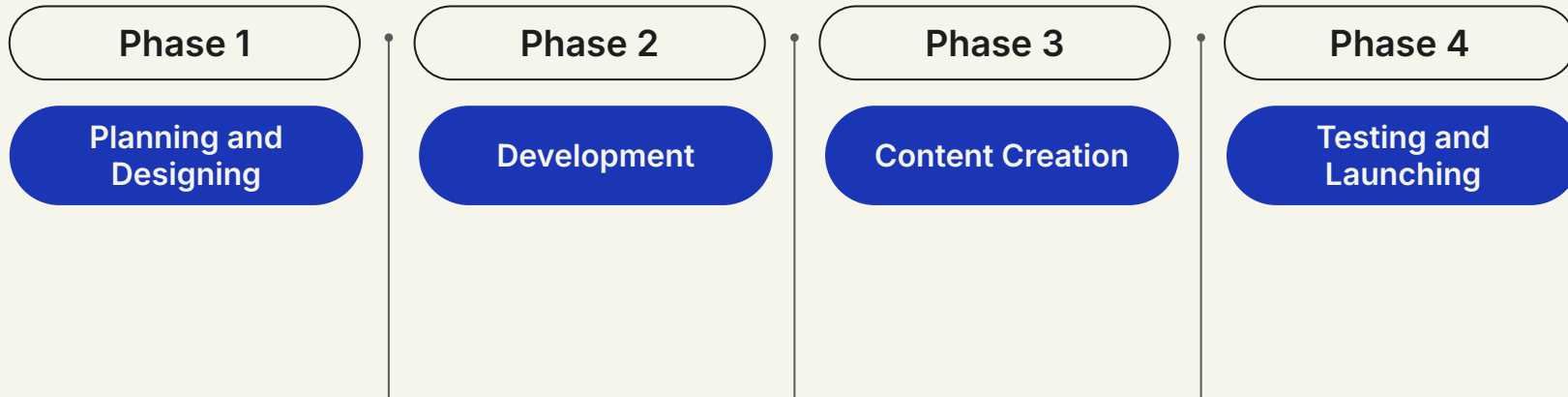
Web Redesign



\$20/month
\$240/year

**Website Domain &
Hosting**

Website Makeover Timeline



Timeline Breakdown

- **Phase 1: Planning & Design (Weeks 1-4)**
 - Collaborate with web designers to finalize layout, branding, and key features.
 - Create a content map to organize the site effectively.
- **Phase 2: Development (Weeks 5-8)**
 - Build the website, integrating key features like booking and payment systems.
 - Optimize mobile functionality and ensure responsive design.
- **Phase 3: Content Creation (Weeks 9-10)**
 - Add professional images, videos, and written content that align with Blue Sport Stable's marketing goals.
- **Phase 4: Testing & Launch (Weeks 11-12)**
 - Test the site with internal staff and select users for feedback.
 - Make adjustments based on feedback and launch the site officially.

Website Makeover Benefits & Risks

Benefits:

1. Increased Membership Sign-Ups:
 - A modern, engaging website will better promote flexible membership options and encourage online sign-ups.
2. Improved Customer Experience:
 - Simplified navigation will enhance convenience and satisfaction.
3. Stronger Branding:
 - High-quality visuals and SEO improvements will position Blue Sport Stable as a premium sports and recreation destination.

Risks:

1. Technical Challenges:
 - Website downtime or bugs during the transition could disrupt operations temporarily.
2. Initial Costs:
 - The upfront cost may strain budgets in the short term but is expected to yield long-term benefits.
3. Learning Curve:
 - Staff and users may need time to adapt to new online features.



Impact on Blue Sport Stable

Impact of Proposals

- Transformative strategy for Blue Sport Stable
- Addressed problems
- Increase membership growth and improve community engagement
- Reinvent themselves as a premier sports facility

Budget Summary

