



Supporter & Non-Supporter Study - \$6,000

Interviews. Focus Groups. Opinion Polling. Survey. Remove the awkwardness or legwork of finding out why local businesses, organizations, or individuals don't donate to your department or attend your games, or why they stopped. I will solicit focus groups and one-on-one interviews as a third-party. We talk before the project starts so I understand your goals and message you want shared. **What to expect.** I provide a 1-Page Brief on the findings and share redacted notes and audio files from the sessions to help you and your team learn and adjust. 10 one & two person Interviews 30-45 minutes. 3 Focus Groups of 10-15 people 60 minutes. Up to 30 questions survey with up to 100 people. Timeline is one month from initial conversation to final report in your inbox.

Season Ticket Holder Study - \$6,000

Interviews. Focus Groups. Stop relying on surveys to determine season ticket holder satisfaction. You tell me your goals for a current or future strategy with your season tickets and I structure focus groups and interviews with supporters in different giving levels with different seat levels and

with your repeat individual game ticket holders, too. **What to expect.** I provide you with a 1-Page Brief and redacted notes and audio files from the sessions. 10 one & two person Interviews 30-45 minutes. 3 Focus Groups of 10-15 people 60 minutes. Up to 30 questions survey with up to 100 people. Timeline is one month from initial conversation to final report in your inbox.

Brand Awareness Study - \$6,000

Interviews. Focus Groups. Opinion Polling. Survey. If you are considering a freshened brand, or curious how your current athletic department brand power performs on or off campus, consider the Brand Awareness Study. I meet with you to go over your brand strategy, the priorities of the study, and I design a study to meet your goals. I structure focus groups and interviews with students, faculty and staff, as well as community members, and conduct the study. **What to expect.** I provide you with a 1-Page Brief and redacted notes and audio files from the sessions. 10 one & two person Interviews 30-45 minutes. 3 Focus Groups of 10-15 people 60 minutes. Up to 30 questions survey with up to 100 people. Timeline is one month from initial conversation to final report in your inbox.

Two HEA Assurances

1st – the deliverables include an easy-to-digest 1-Page Report that you can take immediate action on. *2nd* – **No school will be priced out** of these services and a project can be *itemized* or *customized* to fall under your institution's bidding level. Discounts available for combining projects.