



COMMUNICATION STRATEGY

2025 NFL DRAFT HEADS TO THE
FROZEN TUNDRA OF LAMBEAU FIELD

PACKERS

WHAT MAKES THIS OPPORTUNITY SPECIAL FOR NORTHEAST WISCONSIN COMMUNITIES

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- + GREEN BAY SELECTED AS **TOP CHOICE OVERALL**, BEATING OUT LARGER VENUES INCLUDING NEW YORK, NASHVILLE, CINCINNATI, AND BOSTON. AMPLE SUPPORT WILL BE CRITICAL
- + GREEN BAY'S UNIQUE, **COMMUNITY-FOCUSED** VENUE OFFERS INTIMATE APPROACH TO LARGE-SCALE EVENT, BUT ALSO BRINGS MANPOWER CHALLENGES. *WE NEED YOU!*
- + SHAREHOLDERS AND OTHER COMMUNITY GROUPS WILL BE KEY TO SUCCESSFUL EXECUTION. WE MUST INVITE AND **ENCOURAGE VOLUNTEERS** IN VARIOUS SUPPORT CAPACITIES TO MEET NEEDS OF 240,000 VISITORS INTO OUR AREA



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PRELIMINARY SAMPLE TARGET AUDIENCE DEMOGRAPHICS

- + PEOPLE WHO LIVE WITHIN 100 MILES OF GREEN BAY, WI
- + DIE-HARD PACKER FANS – NOT GENDER SPECIFIED
- + THOSE WHO ALREADY VOLUNTEER IN OTHER CAPACITIES
- + SEASON TICKET-HOLDERS, OR THOSE WHO VISIT LAMBEAU AND ARE FAMILIAR WITH THE CAMPUS
- + PEOPLE WHO WORK WITH/FOR OUR CORPORATE SPONSORS
- + LOCAL NFPs WHO WANT TO VOLUNTEER AS GROUPS

SUCCESSFUL COMMUNICATION DISSEMINATION LOOKS LIKE:

STRAIGHTFORWARD DIRECTION

TEACH PUBLICS
HOW TO GET
INVOLVED; PACKER
STAFF (COACHES/
PLAYERS/GM) MUST
BE VISIBLE AND
FEEL ACCESSIBLE

MULTIPLE MEDIA CHANNELS

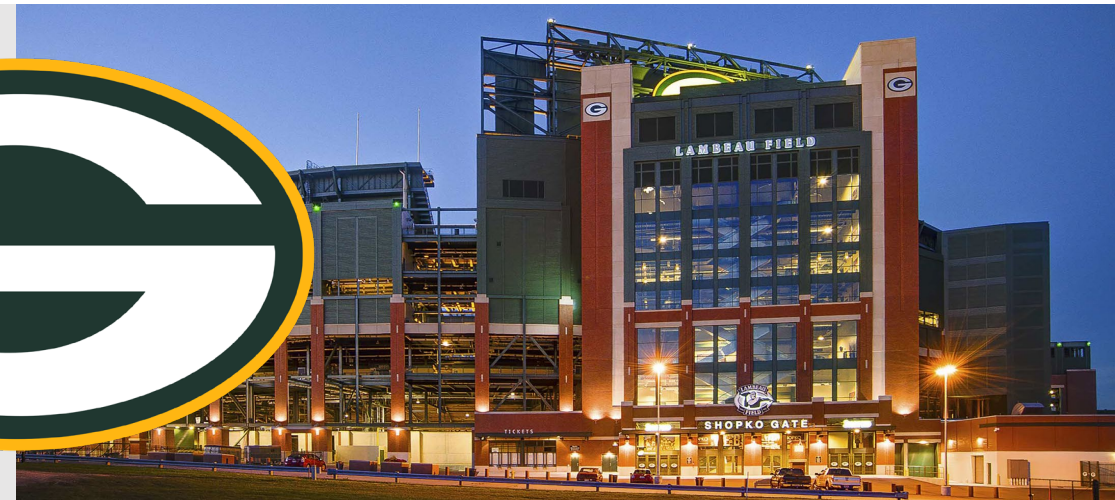
SPREAD AWARENESS,
DRIVE AUDIENCES TO
SIGN UP TO HELP, PUSH
TRAFFIC TO WEB
EMAIL BLASTS, CONTACT
FORMS, BANNER ADS,
SOCIAL MEDIA, STATIC
BILLBOARDS IN AREAS
NEAR LAMBEAU FIELD

LOCAL RADIO AND TV
BROADCASTS TO
HIGHLIGHT VARIOUS
STEPS WITHIN THE
PROCESS/PROGRESS
REPORTS, CONTEST TO
WIN CHANCE TO
VOLUNTEER WITH
PLAYERS

COMMUNITY
ENGAGEMENT
EVENTS WITH NFPs,
LOCAL BUSINESSES,
STATEWIDE
ORGANIZATIONS,
EDUCATIONAL
INSTITUTIONS

“There is simply no bigger stage to
showcase all the incredible things
Green Bay brings to the league.”

-Packer President/CEO Mark Murphy





SAMPLE ADVERTISING

AUDIENCE **ENGAGEMENT** STRATEGIES

SOCIAL MEDIA | BANNER ADS | EVENT SIGNAGE

- + PLAYFULLY CHALLENGE FOLLOWERS OF PACKER SOCIAL MEDIA PAGES TO GET INVOLVED
- + KEEP THEME OF FUN/EXCITEMENT/PRIDE
- + ENCOURAGE FOLLOWERS TO SHARE INFORMATION ACROSS PLATFORMS



Green Bay Packers 🏆 🇺🇸 @packers · 40m



Bet: We can get more volunteers for the '25 NFL Draft than KC got last year. Sorry, guys. Packer Fans are da Real MVP 🏆 🐐 @packers @NFL @NFLDraft |



4



46



529



32.8K





**HEY GREEN BAY: YOU'RE ON
THE CLOCK!**

SIGN UP | VOLUNTEER | BRING YOUR CREW

NOW ACCEPTING VOLUNTEER APPLICATIONS

**CLICK HERE TO FIND OUT HOW
YOU CAN GET IN THE GAME**



[PACKERS.COM/DRAFT25](https://packers.com/draft25)



SIGN UP | VOLUNTEER | BRING YOUR CREW

NOW ACCEPTING
VOLUNTEER APPLICATIONS



CLICK HERE

[PACKERS.COM/DRAFT25](https://packers.com/draft25)

- + WEB AND APP-BASED
- + CALL TO ACTION DRIVES TRAFFIC
TO VOLUNTEER SIGN-UP
LANDING PAGE

SOCIAL MEDIA | BANNER ADS | **EVENT SIGNAGE**



FIRST ROUND PICK: US.

SIGN UP | VOLUNTEER | BRING YOUR CREW

**HEAD TO [PACKERS.COM/DRAFT25](https://packers.com/draft25) OR
SCAN THE QR CODE BELOW TO FIND
OUT HOW YOU CAN GET IN THE GAME**



NOW ACCEPTING VOLUNTEER APPLICATIONS

- + PRINTED VINYL BANNERS FOR USE ON LAMBEAU CAMPUS/IN PRO SHOP
- + QR CODE AVAILABLE FOR INSTANT ACCESS
- + COORDINATE WITH LEAVE-BEHINDS ON GAME DAY -- VOLUNTEERS HAND OUT AND EXPLAIN DETAILS, OFFER SWAG ITEM FOR SIGN UP

