

Smokey Bones Scores With Local Recreational Sports Leagues!

Under new ownership, **Smokey Bones Bar & Fire Grill**, a chain restaurant with more than 60 locations primarily across the Eastern U.S., was searching for a way to drive groups of young adults to their newly renovated restaurants. Their marketing agency of record, PUSH, was intrigued by the opportunity to partner with adult recreational sports leagues, events and activities but weren't sure how to aggregate partners and activate such a program.

Then Sportsvite stepped to the plate.

Sportsvite leveraged its Recreational Sports Network (RSN) of over 300 local sports league partners to develop a program for Smokey Bones to become an official sponsor of local recreational sports leagues. In less than one month, Sportsvite launched league sponsorships in 30 markets.

League sponsorships ran for at least three months (the most common length for a league season) during the spring and summer months. League organizers and staff activated promotions to drive their players and teams to Smokey Bones restaurants.

SPONSORSHIP ELEMENTS

Event Activation

- Official League Sponsorship
- Recommended restaurant for all post-game activities
- Food & drink specials for teams and players
- Weekly gift cards awarded to top players and teams
- Key chains distributed at fields
- Host captains meetings and awards ceremonies

Online Promotion

- Smokey Bones promotional portal on Sportsvite.com
- Smokey Bones branded Sportsvite league profiles
- Online banners on Sportsvite.com and league websites
- Promotional email blasts

RESULTS

The program was a home run! Smokey Bones experienced positive ROI through increased sales during the sponsorship. Over 50K key chains were distributed at playing fields. Online promotion generated over 5MM impressions through Sportsvite.com and league partner websites. League Organizers agreed the campaign was a success that provided a great experience for their players & teams. Based on positive feedback and program results, multiple markets have been renewed in 2010.

More importantly, Smokey Bones Bar & Grill also achieved its goal to develop community relationships and a local grassroots marketing platform to run future promotions in their local markets.

PHOTOS



League Partner Marketing Highlights

8Coed Sports (Orlando) - Hosted weekly Cornhole League in Smokey Bones parking lot. Included Smokey Bones partnership in radio advertisements for league.

Tyngsboro Sports Center (Tyngsboro) - Launched fall season kickoff party and hosted end-of-season party at newly renovated Smokey Bones location. League organizer purchased Smokey Bones gift cards for Center staff and employees.

LI Hoops & Midnight Hockey (Long Island) - Smokey Bones logo was incorporated into custom Basketball & Hockey team jerseys.

Family First Sports Park (Erie, PA) - Smokey Bones staff formed a team that participated in soccer league.

NABA Palm Beach Baseball (Palm Beach, FL) - Promoted gift cards as rewards for weekly "Unsung Hero".

SCREENSHOTS



QUOTE

"Sponsoring local recreational sports leagues allowed both existing and potential guests to connect directly with the brand in a unique and experiential way."

—Pete Bell, Vice President of Smokey Bones Bar & Fire Grill

KEY LINKS

Smokey Bones League Portal
<http://sportsvite.com/partner/smokeybones>

League Profile Example (LI Hoops)
<http://newyork.sportsvite.com/leagues/lihoops>

MARKETS

Sportsvite activated sponsorships in these markets:

- CLEARWATER, FL
- BRANDON, FL
- KISSIMMEE, FL
- LAKELAND, FL
- TAMPA (CITRUS PARK), FL
- WELLINGTON, FL
- BOCA RATON, FL
- NORTH FT LAUDERDALE, FL
- PITTSBURGH (ROBINSON), PA
- CRANBERRY TWP/PITTS PA
- WILKES BARRE, PA
- ERIE, PA
- FT WAYNE, IN
- GREENWOOD, IN
- CHESAPEAKE, VA

- FLORENCE, KY
- PEACHTREE CITY, GA
- LITHONIA, GA
- NORTH CHARLESTON, SC
- WARWICK, RI
- GREENSBORO, NC
- PLANTATION, FL
- RONKONKOMA, NY
- FREDERICKSBURG, VA
- SANFORD, FL
- WOODBRIIDGE, VA
- EAST LANSING, MI
- TYNGSBORO, MA
- JOHNSON CITY, TN
- STOUGHTON, MA
- FAYETTEVILLE, NC

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