



**FOR IMMEDIATE RELEASE**

Further information: Devin Steinberg (303-268-5500)


<http://www.broadnetconnects.com/>

email [dsteinberg@broadnet.us](mailto:dsteinberg@broadnet.us).

## **AS 32 TEAMS PREPARE TO DRAFT BEST PLAYERS FRONT OFFICE EXECs BUSY RECRUITING BIGGEST FANS**

### **Pro Teams Borrow a Page from Political Playbook: Use TeleForum to Reach Out and Touch Ticket Holders**

(Denver, CO) April 20, 2010 – When the 75th annual NFL Draft kicks off April 22, media attention will focus on the teams’ sophisticated efforts to evaluate and enlist tomorrow’s stars. But over the last year, more than a half dozen teams have been no less diligent in pursuing big fans. Using Broadnet’s TeleForum, a web-integrated communications platform employed by politicians, businesses and non-profits reaching out to constituents, teams are scoring points with fans while ensuring the long-term success of their franchises. Here’s a look at four teams’ efforts.

	<b>Team</b>	<b>Fan Outreach</b>	<b>Response</b>
	<b>Jacksonville Jaguars</b>	<b>General Manager, Gene Smith hosted a season ticket holder appreciation “FanForum” in March to connect with fans on the upcoming 2010 draft, outline the team’s vision and generate enthusiasm and engagement in anticipation of the ticket renewal deadline.</b>	<b>The event generated a 91% participation rate for an average 26 minutes, gave fans a voice with live Q&amp;A and poll question responses that were so passionate, they garnered national press coverage.</b>
	<b>Cincinnati Bengals</b>	<b>Hosted two FanForums in 2009, one in April featuring draft picks/rookies and another in October hosted by Head Coach Marvin Lewis, featuring Dhani Jones, Chad Ocho Cinco, and Rey Mauluga.</b>	<b>Using social media to promote their second event, more than 13,000 fans (more than 17K total for both events) took advantage of the opportunity to engage with their favorite players while the team captured instant ticket sales.</b>
	<b>Philadelphia Eagles</b>	<b>Held mid-December fan appreciation event hosted by President Joe Banner and General Manager Tom Heckert and featuring Brent Celek and Quentin Michael. Goal: to engage fans and get their feedback on the stadium and their game day experience.</b>	<b>During an hour-long event, 43 Eagles fans asked a live question, 63 left post-event voice messages and more than 1000 responded to poll questions.</b>
	<b>San Diego Chargers</b>	<b>Chargers hosted a 45-minute FanForum featuring Darren Sproles and offering interaction on a wide range of issues.</b>	<b>More than 3,000 season ticket holders had an opportunity to weigh in, some connecting directly with Sproles, asking live questions on his game day strategy, mindset, contract and role with the team.</b>

**About Broadnet:**

Broadnet is a Colorado-based technology innovator founded in 2004 on a mission of connecting one with many and delivering powerful audience experiences. It provides web-integrated communications and social media enhancement products that enable clients to reach out to directly engage with and elicit action from targeted audiences of 200 to 2 million. Broadnet platforms help optimize campaign strategies for politicians and candidates, associations, foundations, advocacy groups and non-profits. They also help corporate brands, sports teams and entertainment properties interact directly with fans on everything from ticket sales to announcements, artistic choices, charitable activities and coaching strategies. Broadnet has provided **telephone town halls** and **automated calling services** to political candidates, entertainment world celebrities and major American organizations such as the AARP and NFL teams. Broadnet ranked 54<sup>th</sup> on the 2009 “Inc. 500” list of the nation’s fastest-growing private companies.