

Story Pitch 1

FOR IMMEDIATE RELEASE

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The Seattle Scorpions Will Hold Bi-Weekly Meet and Greet For Charity

SEATTLE, Washington, Feb. 20, 2020 - This upcoming Sunday, February 23rd, The Seattle Scorpions will be holding a meet and greet for fans to come see their favorite players. All proceeds will go to YouthCare.

The Seattle Scorpions organization holds bi-weekly meet and greet events at KeyArena sponsored by YouthCare. YouthCare is a nonprofit organization that works to end youth homelessness. Their goal is for youths to feel valued for who they are and empowered. All the money that the organization raises at these bi-weekly events goes straight to YouthCare.

At these bi-weekly events, fans come and meet the players, take pictures, get autographs, and have the chance to win gifts from the players. This is a fun way for the fans to interact and engage with the players and for the players to meet the people who motivate them to do their best. Tickets for this event are \$15 for adults and \$5 for ages under 18. All the proceeds from this event and all future meet and greets will go directly to YouthCare to help end youth homelessness.

This week there will be a raffle for a chance to win a Donovan Mitchell game-worn jersey. Each raffle ticket will be \$5. This raffle is optional and will be \$5 in addition to the event ticket. Attendees of the event are allowed to enter the raffle as many times as they want. All proceeds of the raffle will go straight to YouthCare.

The plan of how to get that story out:

We plan to get the story out by posting it on our website, our social media sites, and sending it to the local media (newspapers, television, radio). The local media platforms will get it because it is for the local people to come to the event. YouthCare will also put it on their website.

Story Pitch 2

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The Seattle Scorpions will be hosting a jersey design contest this month. Fans from all over will be able to send in their best designs for the team's new jerseys. The winner will be awarded two free courtside tickets to any game of their choice; this way, they will be able to see their design in person!

The winner will be chosen on Sunday March 22nd, and the new jerseys will be used for the month of April. They will be worn at both home and away games and at least one game in the playoffs. Fans must be 18 years of age or older to submit their design.

We want to thank all of our fans for rooting for us in this, our inaugural season. This contest is our way of expressing gratitude and increasing our fan in-game experience. We know our fans are creative, and we want their ideas to be seen on the court.

This story pitch is geared towards anyone 18+ years old. The social media platforms we will be posting this on are our Facebook, Twitter, and Instagram because there are people who use those platforms regularly who are 18 or older. We also will be using local news outlets, such as radio, TV, and newspaper, because most of our fans are local to Seattle. We might have some fans in other areas, but we are going to reach those fans through our social media because most of the country are probably fans of their local teams. This will also be posted on our website. We will start advertising this contest a month in advance. We will post multiple posts on our social media accounts, and websites, in order to give our fans enough warning to create a design.

Story Pitch 3

Throughout the season, the Seattle Scorpions have been holding biweekly meet-and-greets with players to raise money for YouthCare. However, due to the threat of COVID-19 spreading and the NBA season being suspended until further notice, we have decided to postpone all of these events. These meet-and-greets will be rescheduled once the threat is gone and it has been deemed safe to continue. Our organization will be following the guidelines of the CDC, so new dates are to be determined.

Our organization still wants to engage with our amazing fans, so we will be using our social media platforms to do so! In place of the meet-and-greets, fans will be able to engage with their favorite players via Instagram. Every week players will go on Instagram Live, and fans will get a chance to communicate with the players in the chat function. Certain players will also be taking over The Seattle Scorpions' Instagram and Snapchat stories! The days and times are to be determined, so check our social media platforms to find out when they will take place.

The Seattle Scorpions would like to thank you for your understanding, as well as your dedication to the team. We know that these are hard times for everyone, and we want everyone to stay safe. Our players are excited to give back to our fans in any way that is possible, and right now social media is the safest way to do so.

We are pitching this to anybody with social media platforms, specifically Instagram and Snapchat. This announcement will be put on our Instagram and Snapchat, as well as our Twitter and Facebook because the Twitter and Facebook users can go over to the other media platforms. This will also be put on our website. Instagram will be our main source because it is easiest to accomplish what we want to do on there (using Instagram Live and Story). Because the pitch is about using our social media to engage and interact with fans, using traditional media outlets will not be relevant in this scenario.

Social Media Campaign:

Executive Summary:

With the current global pandemic of Covid-19, the whole world is changing their everyday life and being extremely cautious. It has been known in the recent news that a few NBA players have this virus, including Scorpions player, Donovan Mitchell. We want to take advantage of Mitchell's knowledge of the virus by creating a campaign to share with our fans the precautions they need to take in order to stay healthy. We are going to have Donovan Mitchell post a video on Instagram every day, where he personally shows our followers how to stay healthy.

Campaign:

The idea would be to run at least a week's worth of videos. In these videos, Mitchell will talk about the importance of 1) social distancing and 2) not touching your face. 3) He will demonstrate how to wash your hands properly. He will also share a lot of personal experiences with the fans. He can talk about 4) symptoms he experienced and symptoms he avoided, 5) what the doctors told him and the process of testing positive and being quarantined, and 6) how long it took him to heal. Then, the final video will be a live stream where Mitchell video chats with a doctor, answering questions from the fans.

So, an example of an episode would be him saying "Hi, this is Donovan Mitchell from the Seattle Scorpions, and I'm here to tell you about the importance of washing your hands and the proper way to do so." Then he would go into detail on why it is important, and demonstrate himself singing "Happy Birthday" twice while washing his hands the correct way. Finally, he would end with something lighthearted like a suggestion of a tv show, movie, book or video game, before recapping what he taught the fans and telling everyone to stay safe.

Goals:

This is a special situation, one that no one saw coming and no one was prepared for. We admit that none of our previous goals fit the bill of this campaign, but the campaign is still important. So we would add a new goal. Over the next week, we would like to reach a million views on our videos in an attempt to raise awareness to the Seattle Scorpions fans on the dangers of Covid-19.

Audit:

Lilly King does an exceptional job with her social media account. She centers her Instagram around her humor. Majority of her posts are her making silly faces, or doing something that most people would say is "embarrassing". Additionally, each of her photos is accompanied by a comedic caption. She puts a vast amount of effort in making sure that her social media reflects her personality. Her Instagram makes her fans appreciate her as a person beyond her swimming career. When athletes make a positive connection with their fans over social media, it makes their fans able to relate to their story.

Timeline: The timeline of this campaign is currently one week, though we could add more videos if more topics arise and the videos are successful. We would measure success by the number of views the videos receive, as we are hoping to reach over 1 million. We will promote on all social media platforms, especially instagram because that is where the videos will first be uploaded.

Story Pitch 4

The Seattle Scorpions Organization hopes that everyone is staying safe during these unprecedented times. The coronavirus has postponed the NBA season indefinitely, but the team misses their fans. Our organization strives to have a strong connection between players and the Seattle Scorpions fanbase. Since it is unsafe to do so in person, we are turning to our social media platforms to keep this communication going.

The players on the Seattle Scorpions will be live streaming a 2k tournament on Twitch. This will begin on April 29th and end on May 1st. There will be a total of 3 rounds, and one round will be completed each day at 5:00pm(PT). Our fans have two weeks to fill out their bracket and submit it through our team website. We will provide a bracket that will be posted on our Instagram, Twitter, Facebook, and website.

We invite our fans to tune in and watch, as well as participate by submitting their brackets. The winner(s) will be announced during a live stream. The winner(s) will receive an autographed jersey from the 2k tournament champion, an autographed basketball of all players on the team, and four courtside tickets to a future Scorpions game of their choice. We would like to thank our loyal fans, and again, we hope you are all staying safe.

We will be posting this announcement on our Instagram, Twitter, Facebook, and Snapchat because we think anyone who would watch a live stream on Twitch and want to participate with the bracket would use these social media platforms. It will also be posted on our website because that has all of the information about us, but also because fans will be submitting their brackets there. There is no need to put this story on other media outlets (like the news) because it is something that will be taking place online, and people who would watch the live stream would already be on social media.

Story Pitch 5

The Seattle Scorpions Organization is proud to announce that we will be taking part in the All In Challenge! This challenge is a fundraising campaign that was started by Michael Rubin, the founder of Fanatics. The goal is to raise millions of dollars to feed people in need during this pandemic; 100% of the proceeds will be donated to Meals on Wheels, No Kid Hungry, and America's Food Fund.

We know some of our players have participated, but we as an organization want to contribute to such a worthy cause. Our whole organization feels compassion for every family and individual struggling during this pandemic. That is why we are participating by giving you all the chance to win two courtside seats, access to the court during warmups before the game, and an opportunity to meet the team if you donate.

We hope you are all staying safe and helping one another in this time of need. If you would like to donate and have a chance to win, you can go to allinchallenge.com. We challenge the players of the Seattle Scorpions to continue to help make a difference and participate in the All In Challenge to give back.

We will be posting on our Instagram because that is the main place this challenge is going on, but we will also post on our Twitter and Facebook to spread the message more. This will also be posted on our website to spread the information. We will also reach out to the official All In Challenge Instagram account to have it be posted on there too. Because social media platforms are the main way this challenge is going on, and the way people are participating in it, we do not feel like there is a need to have this on other media outlets.