

A MESSAGE FROM THE COMMISSIONER

#PACKTHEHOUSE



After the 2014-2015 school year, we were able to do something that had never been done before in the history of our organization. We returned the membership dues to every school in our section, which translated to a total of approximately \$500,000. Along with the \$1,000,000 that was distributed to them as part of our playoff revenue share that year, it was the largest amount of money ever given back to our member schools. We were very pleased and proud to do so and I know that our schools appreciated how we worked together in partnership with them to benefit all of us. That record revenue share was possible because we had an excellent financial year with our playoffs as attendance was up, expenses were under control and the results spoke for themselves.

However, since that time, we have seen a significant drop in paid attendance at CIF Southern Section playoff games, specifically a reduction in ticket sales. We are not sure why, as we believe we have the same outstanding product to offer, and our ticket prices have remained the same for several years, but the numbers clearly indicate that something has been different since 2014-2015.

Therefore, in an effort to turn this situation around, in my Message from the Commissioner last August, I stated that one of our goals in 2017-2018 would be to increase attendance at CIF Southern Section playoff games. We will do it through the #PACKTHEHOUSE initiative and it is going to involve all of us being committed toward making it work.

#PACKTHEHOUSE means we are going to try and make every effort we can, to get as many people, both students and adults, to come out and support our outstanding student-athletes as they pursue their dreams of winning CIF Southern Section Championships.

Here are some thoughts for you to consider as we launch #PACKTHEHOUSE....

- 1) This is YOUR money. For every \$10 Adult ticket sold you get \$4, for each \$5 Student ticket sold, you get \$2. You need to think about it in those terms.

- 2) This is found money. No one puts CIF Southern Section playoff revenue into their budgets because it is an unknown situation every year. So, if you get the opportunity to participate in playoff games, why not maximize the amount of money your school can earn?

- 3) Everyone needs to buy a ticket. There are no Pass Lists for CIF Southern Section playoff games. Each school gets their allotment of complimentary tickets and that is it. For each person who is admitted free, it costs you, it costs your opponent, and most importantly, it takes away from your revenue share.

- 4) Keep expenses down. When possible, look for ways to manage playoff contests as efficiently as possible. Again, increased expenses mean less net revenue to share.

#PACKTHEHOUSE (Cont.):

Thoughts for you to consider (Cont.):

5) There are some games that are Loss games, which means that there are not enough people in the stands to cover the expenses associated with the game. In that scenario, the two participating schools absorb that loss and have to write checks for the difference. Not only do they not share any revenue, it actually costs them to be in our playoffs. That cannot happen! Let your stakeholders know they need to help you get more people there, so you can profit, not lose.

How are we going to #PACKTHEHOUSE?

Students

- 1) Use the slogan, anywhere and everywhere. Put it on posters around your school, at the field and in the gym, promoting the games. Use it in your school's announcements. Put it on the t-shirts when the student section decides to wear white, red, blue orange, purple, whatever color they choose.
- 2) Challenge your student body to have more students at each game as you progress through the playoffs. Get every student who comes to the game to invite a friend to come with them.
- 3) Challenge your opponent to see which school can have more students in attendance. Keep running totals in the days before the games to track the progress of each school.
- 4) Invest in rooster busses. Some of that money will come back to you. Find a pizza place, a burger place, a taco place, etc., to provide a voucher for rooster bus ticket holders to get free food with their bus/game ticket.
- 5) With the commencement of the Fall sports playoffs, the CIF Southern Section is challenging our member schools with a contest for all student sections to truly #PACKTHEHOUSE. Schools interested in participating will be required to take pictures and/or video of their student sections at any Fall playoff or championship event and tag one or more CIF Southern Section social media accounts (Facebook, Twitter, or Instagram) and include the hashtag #PACKTHEHOUSE. Fans will be encouraged to vote on who they think are the best student sections by the number of likes posted to those accounts. Winners will be selected by the CIF Southern Section Office and will be judged on student social media likes, school spirit, creativity, sportsmanship and size relative to school enrollment. There will be two (2) categories (small school/large school). The winning schools will each receive \$1,000 for their Associated Student Body (ASB) accounts. Winners will be announced via CIF Southern Section Twitter, Facebook and Instagram accounts on December 6, 2017.

Adults

- 1) Theme Nights – How about honoring our veterans? In fact, this year, the Friday night of our First Round Football Playoff games is Veterans Day. What a perfect night to pack the house and honor the men and women of our military. You can also honor first responders, police departments, fire departments, local service clubs like Lions, Rotary, etc.
- 2) Invite former championship teams and honor them. Have a competition among different championship teams to see how many people each team can bring to the game.

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#PACKTHEHOUSE (Cont.):

How are we going to #PACKTHEHOUSE? - Adults (Cont.):

3) Invite alumni classes from 20 years ago, 25 years ago, etc. and have a competition among them to see which class brings the most people to the game.

4) Have fund raisers. Partner with local restaurants and have people with ticket stubs from a playoff game apply a percentage of the bill to a particular program at your school.

Get creative and look for ways to build excitement around the playoffs. There can be nothing better than a big crowd, watching excellent competition, while lifetime memories are made. That is called the CIF Southern Section Championships.

Our playoffs begin at the end of this month. The time is now. #PACKTHEHOUSE!

Thank you very much for your help and support, it is truly appreciated, and good luck always.

All the best,

Rob Wignol

