The USC Marshall Sports Business Institute (SBI), in partnership with AEG, seeks three analysts for the Fall 2006 semester who will be charged with assisting AEG in monetizing the value an email unsubscribe (when an email recipient unsubscribes from all future email communications). AEG is specifically looking for individuals with a background in Market Research, Statistics, and/or Marketing.

I. Project Overview

At its core, this project has been designed to assist AEG in its ability to assign a monetary value to each email recipient that unsubscribes from one of their email communications by:

Figure out “Lifetime Value” of each email address

a. Generate report for:
   i. Sports fans (including STAPLES Center, Home Depot Center, LA Kings, LA Galaxy, LA Riptide, JPMorgan Chase Open, Boxing events, other one-off events, etc.)
      1. Online registrants
      2. Sports buyers
   ii. Music fans (including STAPLES Center, Home Depot Center, AEG Live tours such as Nickelback, Prince, American Idol, etc.)
      1. Online registrants
      2. Music buyers

b. Create formula to predict number of unsubscribes, based on email message

c. Create formula to understand impact of email marketing message on ticket sales
   i. Frequency optimization
   ii. Recency optimization

II. Project Deliverables

Prior to undertaking the aforementioned project elements, the consulting team will first have to review available information on AEG, including email marketing practices, sales results, unsubscribe history, and email blast habits to develop an overall understanding of the organization. Further, the team will meet with key AEG staff to discuss goals, operations, and issues prior to the start of the project in order to gain in-person understanding of their goals.

Once the initial project plan is completed and in order to successfully complete this project, the consulting team will be asked to do the following:
• Create LTV (lifetime value) report on the different sectors within AEG
• Develop unsubscribe predictor spreadsheet
• Propose optimal Frequency/Recency formula
• Present all relevant findings and observations to AEG

Project will be divided into 2 parts:

1. Create an executable project plan/outline – Part I will be focused on creating an overall plan for the duration of the project.
   ▪ Start: Around 10/16/06
   ▪ End: Around 11/15/06

2. Execute project plan/outline – Part II will execute the project plan and turn data into marketable information. This includes providing suggestions and recommendations for future AEG email marketing efforts. Team will be expected to present their findings to key AEG executives upon completion.
   ▪ Start: Around 11/15/06
   ▪ End: Around 3/9/06

III. Educational Objectives

This partnership between the SBI and AEG provides students the opportunity to apply a wide range of their Marshall coursework to assist an important strategic partner of the Marshall Sports Business Institute. Specifically, the student team will be called upon to apply the business acumen they have acquired in the areas of statistics, marketing, strategy, and research, among others.

The consulting team will have significant interaction with AEG executives while playing an instrumental role in addressing and resolving a contemporary, real-time challenge.

IV. Project Format and Schedule

This assignment must be completed no later than March, 2007. Interested students must be prepared to meet with the supervising faculty and begin discussing the scope of the project no later than October 9, 2006.

The project will require between 5-10 hours per week of each member. If the students are interested in receiving course credit for this project, they can apply for it in the form of Directed Research (GSBA 590).

At the conclusion of this project the student team will present its findings, both orally and in writing, to both AEG key executives and the SBI.
V. Additional Information

About AEG

AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of The Anschutz Corporation, owns or controls a collection of companies including facilities such as STAPLES Center, The Forum (as exclusive booking agent for sports and entertainment programming), Toyota Sports Center, NOKIA Theatre Times Square, NOKIA Theatre at Grand Prairie and London's Manchester Evening News Arena; sports franchises including the Los Angeles Kings (NHL), Los Angeles Riptide (MLL), Manchester Monarchs (AHL), Reading Royals (ECHL), Chicago Fire, DC United, Houston Dynamo, Los Angeles Galaxy and (New York/New Jersey), two hockey franchises operated in Europe, the Hammarby (Sweden) Futbol Club and management of shares of the Los Angeles Lakers (NBA) and Los Angeles Sparks (WNBA) owned by Philip Anschutz; AEG Marketing, a sponsorship, sales, naming rights and consulting company; AEG Merchandising, a multi-faceted merchandising company; and AEG Creative, a full-service marketing and advertising agency.

About the Sports Business Institute

The University of Southern California and the Marshall School of Business announced the formation of the Sports Business Institute in October, 2005. Led by Executive Director David M. Carter, the Institute boasts an impressive array of advisory board members who will continue to guide the Institute and its offerings.

The Sports Business Institute is dedicated to understanding and furthering the rapidly growing sports business industry on a global basis, and does so by leveraging extraordinary academic and professional experiences. The Institute’s mission is to serve as both a source and resource for industry participants and stakeholders and, in the process, enable them to address and resolve industry challenges.