



Marketing Plan

Brand, Audiences, Channels & Launch

A 47.7-acre inaugural campus and sports facility complex
Madison, Illinois

PREPARED FOR	PREPARED BY	DATE
Mr. Dee Miller	Lab 618 Development Group	2025

1. Brand Positioning

Lab 618 is a destination — not a single team, not a single sport. The positioning line: *“Where training, learning, and the big stage share one address.”* The brand draws from the discipline of athletic preparation (the “lab”) and the place itself (618 — southern Illinois area code).

Voice

- Confident, not boastful.
- Specific — numbers, fields, capacity, dates.
- Community-first — built here, open here.

2. Visual Identity

- Primary palette: deep forest green and gold.
- Wordmark logo with stadium arch silhouette flanking LAB 618.
- Typography pairs a bold display sans (headlines) with a clean grotesk (body).
- Photography rule: real fields, real seats, real students — minimal stock.

3. Audiences

Audience	What They Want	How We Reach Them
Student-athletes & families	Pathway: train, compete, study, live	Combine events, school visits, social
Coaches & programs	Reliable facilities, predictable schedule	Coaches Conference, AAU partners, email
Event organizers	Bookable, multi-court, on-site lodging	Direct sales, trade shows, references
Sponsors & naming partners	Year-round exposure, community story	Strategic deck, in-person tours, ROI report
Local community	Public access, jobs, safety	Open houses, public skate/pool hours, press

4. Channel Strategy

Owned

- lab618.com — flagship site, gameday, schedule, ticketing.
- Email list — segmented by audience (families, coaches, sponsors).
- On-site signage and concourse activations.

Earned

- Local broadcast partnerships (KMOV, KSDK, Fox 2).
- Regional sports media: Post-Dispatch, Belleville News-Democrat, KMOX radio.
- National athletic trade press for event launches.

Paid

- Geo-targeted social (Meta, TikTok) within 90 minutes of campus.
- Search — non-brand around “youth tournament venue Illinois,” “turf field rental.”
- Out-of-home along I-55 / I-70 / I-64 in event windows.

5. Launch Plan (T-12 to T+6 months)

Phase	Window	Key Moments
Reveal	T-12 to T-9	Brand reveal, renderings, press tour
Recruit	T-9 to T-3	First athlete & academic cohort, naming partners
Ribbon	T-1 to T+0	Stadium opening event, first ticketed game
Ramp	T+1 to T+6	Tournament season, public memberships open

6. KPIs

- Brand awareness in Metro East: 60% aided by ribbon-cutting.
- Email list: 25,000 verified subscribers by T+6.
- Inaugural season attendance: 70% of capacity across ticketed events.
- Tournament weekends booked: 18 of 26 available in Year 1.
- Naming rights and founding sponsor commitments: 4 by T+0.

7. Budget Allocation (Year 1)

Bucket	%	Notes
Brand & creative	15%	Identity, photo/video, signage
Digital media	25%	Paid social, search, programmatic
PR & partnerships	20%	Agency, events, sponsorships

Owned channels	10%	Site, CRM, email automation
Out-of-home & broadcast	20%	Highway, radio, local TV
Measurement & analytics	5%	Tracking, dashboards
Reserve	5%	Opportunistic activations

8. Risks & Guardrails

- Avoid over-promising opening dates — communicate by phase.
- Maintain a single source of truth for capacity, schedule, and pricing.
- Protect the brand from politicization — stay on athletics, education, and community.