

Messaging Plan: SLE (Outdoor Experience)

Sports Legends Experience General Description:

Invigorating, enticing, adrenaline-pumping, and legendary—with every single step. With 12 outside sports experiences and 3 indoor exhibits encompassing physical fitness and awe-inspiring sports history, you won't want to miss all the fun at the *Riley Children's Health Sports Legends Experience*. Run, drive, jump, putt, and play while learning how to stay happy, healthy, and safe. Meet a legendary sports character every visit, hear their story of greatness, and get coached in the drills and skills that helped them succeed. Imagine yourself in the shoes of that same sports legend, and start your story today.

This 7.5-acre expansion is a permanent addition to the world's already BIGGEST and BEST children's museum in the country! With a General Admission ticket or membership, visitors can enjoy two EXTRAORDINARY experiences!

With a General Admission ticket (or membership!), each guest can explore and discover...

- 12 outdoor sports experiences
- A 60-foot tall tree of sports (climb 25-feet up!)
- 3 indoor sports exhibits, including the National Art Museum of Sport
- All five floors of fun at The Children's Museum

Advertising Creative Campaign Messages:

- Are YOU ready?
- We're ready—are YOU?
- You were born ready.
- Become legendary.
- Indoor/Outdoor family fun

	Biggest and Best	Fun	Family/Student Learning, Memories, and Traditions	Always Changing (New, Unique, Special)
Attributes	<p>Twelve outdoor interactive “mini” sports experiences for families of all ages, including baseball, soccer, hockey, tennis, golf, football, racing (drag and oval track), basketball, and track and field, in addition to a fitness path and Treehouse of Sports.</p> <p>Areas of sports play are co-branded with the names of each of Indianapolis’ professional sports franchises (Pacers, Colts, Indians, Fever, Fuel, Indianapolis Motor Speedway).</p> <p>Attributes include a 60-foot Treehouse of Sports with platforms to four viewing stations, 2 slides and the famed Indianapolis Motor Speedway pagoda. (Treehouse also included under Fun brand pillar.)</p>	<p>A 60-foot tall Treehouse of Sports with platforms to four viewing stations and 2 slides.</p> <p>Each area of sports play offers multiple opportunities for physical activity and play—from passing and tackling to shooting goals and putting.</p> <p>A fitness path that includes “tai chi spinners” for shoulder and arm flexibility, “air skiers” for cardio endurance, and leg press stations.</p>	<p>Children and families will have “try-it-out” experiences in a wide range of sports while learning the fundamentals of:</p> <ul style="list-style-type: none"> • Basketball (shoot hoops, practice passing, and take a shot clock challenge.) • Football (Pass, catch, run, and kick field goals.) • Baseball (Pitch, bat and field the ball.) • Soccer (Practice passing, shoot goals, and dribble.) • Hockey (Learn stick handling, passing, and shooting.) • Golf (Practice putting or play a round of nine holes of golf.) • Tennis (Learn the forehand, backhand, and serve on courts.) 	<p>The Avenue of Champions will immortalize 16 athletes and coaches.</p> <p>Through immersive interactions with “coaches” and costume-themed interpreters, visitors will learn the real stories of sports legends past and present.</p>
Marketing Advantage	<p>Fitness- and sports-focused families will find the museum’s first permanent sports-themed attraction has something for all ages.</p> <p>Because of the partnerships with each of Indianapolis’ professional sports teams, the museum now has multiple touchpoints to reach fans—who may or may not be current visitors.</p> <p>Both the Treehouse of Sports and the IMS pagoda are iconic structures that will draw interest.</p> <p>This sports-themed attraction extends the museum’s footprint outdoors and is designed to increase seasonal visitation, spring through fall.</p> <p>The attraction is the only one of its kind in the nation to engage, inspire, and educate families to participate and enjoy health and fitness through non-competitive sports play experiences.</p>	<p>The treehouse is a signature element within SLE because of its unique features, height, and sports-themed appearance and will be a great “selling feature.”</p> <p>For families of all ages—the fun is in the actual play experience. Each “mini” sports experience offers a variety of opportunities to try out a sport or to perfect skills at a sport you may already play.</p> <p>The fitness path features equipment that is not readily used or found at other parks or fitness locations.</p>	<p>Each sports experience will incorporate “coach”-led training exercises so families can learn about sports fundamentals, sportsmanship, team work, as well as discover the impact Hoosiers have had on each sport. In terms of other sports attractions or experience, this is a marketing differentiator.</p> <p>Nearly every sports experience in SLE is co-branded with one of Indianapolis’ professional sports franchises.</p>	<p>The Avenue of Champions features legends with recognizable ties to Indianapolis and Indiana.</p> <p>Generations of sports fans will likely have memories or stories to share about their favorite sports legend.</p> <p>Marketing about the legends is likely to have appeal to an older audience (grandparents).</p>

Messages	<p>The <i>Riley Children's Health Sports Legends Experience</i> comes to life with legendary characters, fans, and coaches. Get in the game, cheer on your family, or report on all the action. Which player are you?</p> <p>---</p> <p>Local teams and local legends. See artifacts and learn history about incredible Indiana sports then get in the game at 12 sports experiences in the <i>Riley Children's Health Sports Legends Experience</i>.</p> <p>---</p> <p>With 12 sports experiences including a 60-foot tall tree, game-day snacks, and a whole lot of family fun—this is NOT your average sports arena. Get in the game at the <i>Riley Children's Health Sports Legends Experience!</i></p> <p>---</p> <p>With 12 different sports experiences and enough history and artifacts to fill a stadium, you'll want to book a whole day for team family at the <i>Riley Children's Health Sports Legends Experience</i>.</p> <p>--</p> <p>Walk among legends. See the 12 statues representing historical athletes on the Old National Bank Avenue of Champions at the <i>Riley Children's Health Sports Legends Experience</i>.</p>	<p>Climb a huge tree, drive a racecar, make the game-winning shot, and watch the crowd go wild—it's all up to you, Rookie. Conquer all there is to sports at the <i>Riley Children's Health Sports Legends Experience</i>.</p> <p>---</p> <p>Rain or shine, there's always something sports at the <i>Riley Children's Health Sports Legends Experience</i>.</p> <p>---</p> <p>Become skilled in strength, balance, speed, dexterity and cooperation as you learn the fundamentals of each sport and accomplish every drill in the <i>Riley Children's Health Sports Legends Experience</i>.</p> <p>---</p>	<p>Become skilled in strength, balance, speed, dexterity and cooperation as you learn each sports' fundamentals and accomplish every drill in the <i>Riley Children's Health Sports Legends Experience</i>.</p> <p>---</p> <p>Get the entire family inspired by your favorite Indiana team, then become one—make the <i>Riley Children's Sports Legends Experience</i> a family sports tradition.</p> <p>---</p> <p>Huddle up at each experience for the Riley Children's Health tip! Learn how your favorite sport keeps you healthy.</p> <p>---</p> <p>Turn the family into a team and participate in the activity prompts at each sports experience. Go team!</p>	<p>Meet a legendary character, hear their story of greatness, and learn the drills and skills that helped them succeed.</p> <p>---</p> <p>Challenge yourself at your favorite sports experience until you reach your personal best!</p> <p>---</p> <p>Know everything about your favorite sport? Find out something you don't at the <i>Riley Children's Health Sports Legends Experience</i>.</p>
Members	XX	XX	X	X
Educator	X	X	XX	XX
Donors	XX	X	XX	XX
Local	XX	XX	X	X
Media	XX	XX	X	XX