

## SUCCESS STORIES



*Governors Stadium – Austin Peay State University*

# Facility Branding and Fan Experience

Drive Your Distinctive Brand and Unique Story Across the Goal Line.

Austin Peay State University's expectations ran high **as the kick-off date for its new Governors Stadium** loomed large. The \$16.9 million project was to replace the ca. 1946 west side grandstands with a magnificent new state-of-the-art structure. BLF Marketing made sure the new facility was boldly branded ... the way-finding sign system provided clear and concise directions for visitors ... and legendary APSU coaches, players and teams were portrayed in a memorable fashion.



**BLF MARKETING**

# Austin Peay State University Governors Stadium

Clarksville, Tennessee

The sparkling new Governors Stadium provided a unique opportunity for Austin Peay State University to “elevate its game” on the field, in the stands, within the hearts of the APSU faithful ... and attract new legions of followers. In other words, the new stadium had to be much more than just concrete, steel, turf and seats.

In and around the flurry of activity to build a first-class facility evolved a story line to create a “uniquely Governors experience.” The Austin Peay Governors brand became evident in ways big and small throughout the stadium ... upon its exterior walls and playing field ... and within the concourses, entertainment areas, dressing rooms and stands.



BLF Marketing was fortunate to be selected by the APSU Athletics Department as part of the team that yielded a winning outcome for the stadium.

### OBJECTIVES:

As stated repeatedly by Derek van der Merwe, APSU Athletics Director, “Austin Peay will build future athletics success upon the traditions and legacy of those who have come before us.” It was imperative that the Governors Stadium “fan experience”

reflect the Athletics Director’s vision. The following were Objectives for the **facility branding and fan experience** at new Governors Stadium:

- Show-and-tell stories of APSU’s football history, legacy and traditions via visually prominent photo murals, interpretive banners, framed posters and video monitors.
- Convey a uniquely Governors experience at every fan point-of-contact, such as:
  - Entry plazas, pavilions and concourses
  - Field, club and suite level seating
  - Ticket booths, concessions areas and merchandise store



Legends Wall Murals – 17’ (W) x 8’ (H)

Harold “Red” Roberts and his likeness





Main Lobby Wall Mural – 43’ (W) x 10’ (H)



- Create distinctively branded gathering areas to accommodate fans on game days, and at other times serve as hospitality and event venues ...requiring a classy yet subdued APSU brand presence.
- Fan the flames of pride and loyalty among APSU students, lettermen, fans and friends.
- Communicate images of past and present successes so future student-athletes can visualize how they “fit in” with the ongoing traditions of Governors football.

**BLF INVOLVEMENT:**

APSU faced an ambitious nine-month project timetable. BLF coordinated Branding and Sign components in conjunction with the architect, general contractor, APSU staff designers and sign fabricators. The BLF team executed the following:

- Identified every potential sign location and developed production specifications based on blueprints and site plans.
- Developed a fabrication and installation budget for all components.

- Designed prototypes of every sign type for the stadium, including:
  - Branding elements\*
  - Informational and identification signs
  - Wall photo murals and “Legacy and Legend” panels
  - Way-finding signs
- Located vintage photos and associated information to be included in “Legendary Players and Teams” wall murals.
- Oversaw installation of all branding and sign components

\* “AP Governors Stadium” identification sign and ADA-required signs were specified by the architect





**RESULTS:**

The first game in the “new” Governors Stadium saw a full day of events, including a community leaders and lettermen breakfast in the Club Level, an official Stadium Dedication event, the initial walk on the Path of Legends and the inaugural game between APSU and Chattanooga. Each event attracted a full house!

Other results of note:

- All stadium branding elements and signs were in place for the Inaugural game day.
- Alumni and lettermen response to the “Legacy and Legends” murals, banners and exhibits were unprecedented.
- Following Game #1, subsequent game attendance and sponsorship investment was significantly higher than previous seasons.
- Current football players were excited and energized about their new home ... and many deeply appreciated knowing more about the historical highlights of APSU football.
- The numbers of potential student-athlete recruits visiting Governors Stadium increased by tenfold.
- The university community, the Clarksville community and alumni near and far gave the new Governors Stadium extremely high marks ... and were energized to feel **this facility sets a tone for future success for Governors Football teams!**



Photo courtesy of Bell & Associates Construction, LP



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Architect: Rufus Johnson & Associates  
General Contractor: Bell & Associates Construction, LP

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