

Creative Brief

Busboard Headline: “Bring the Bay.”

Alternate Busboard Headline: “Your Team, Your Arena”

A. What is the task?

Since the Warriors move to San Francisco, the new fan reputation has gone from a passionate and raucous fanbase to a more mellow tech crowd.

Our task is to promote the Warriors as “The Bay’s Team” and to attract fans that are passionate about their team and basketball.

B. What is the goal?

The goal is to promote and sell around 10,000 ten-game bundle plans to fans from the Bay Area that isn’t downtown San Francisco or company tickets.

The plans can be selected from several marquee games that are nationally televised (except for Christmas).

C. Why do we need this?

We want fans that originally went to games at Oracle Arena to come to Chase Stadium to create an atmosphere that resembled how it was back at Oakland.

D. Who are we speaking to?

We are speaking to a main audience of fans aged 18-65.

To be more specific, however, our tertiary audience will reach out to affluent fans aged 25-45, predominantly male.

E. What will make them listen to/read our material?

It is paramount to make these fans feel heard and seen. To make them understand that recent prices have been out of reach for several years and to let the die-hard fans know that they still belong to the Warriors’ community with this opportunity to attend games at a reasonable price.

F. Where will this story get told?

This story will be told in OOH advertisements and radio/podcasts.

For OOH, we will implement a three-part story at Bart stations all around the Bay (excluding San Francisco). From arrival to the station, to waiting at the station, and on your train ride home – a story should be told about the fan that misses Oracle and for an opportunity to relive that atmosphere.

For radio, promotions will be played by Bay Area radio hosts such as 95.7 The Game and 106.1 KMEL.

For podcasts, these promotions will be played exclusively on Warriors-centric podcasts such as “Light Years” and “Warriors Plus-Minus.”

FAQs: Warriors Ten-Game Bundle Plans

Which games are included in the ten-game bundle plans?

Each bundle plan offers flexibility and great seating options, depending on the tier:

- **Section 100 (Lower Bowl) or Section 200 (Upper Bowl)** seating can be selected from predesignated assignments before checkout.

Fans can choose their 10 games from the following categories:

1. **5 Nationally Televised Games (NTV):** Games broadcasted on TNT, ESPN, or ABC (*Christmas game excluded*).
2. **2 Play-In Games (PI):** Qualifying games for the play-in tournament (*bracket tournament games excluded*).
3. **3 Promotional Giveaway Games (PMO):** These include special nights like bobblehead giveaways and themed events.

Each game in these categories will be clearly labeled (e.g., NTV, PI, or PMO) to make the selection process easy.

Will there be any special perks for bundle plan holders?

Yes! Bundle plan holders enjoy exclusive benefits, including:

- **Discounted Tickets:** Access to the most exciting games at a better price.
- **Merchandise Discounts:** 20% off selected game day merchandise at the Warriors shop during your visit.
- **Early Playoff Access:** Bundle holders may get early access to playoff tickets (details to be announced).

What if I can't attend all ten games in my bundle?

No problem! You can share your tickets with friends or family if you're unable to attend all ten games. This makes the bundle a great option for groups who want to split the cost and enjoy the experience together.

Are the bundles available to everyone?

The bundles are available to all fans but are especially designed for Bay Area residents.

- **Proof of California residency** is required for purchase to ensure the offer is exclusive to local fans.

How can I stay updated on availability and promotions?

Stay connected with the Warriors by:

- Following the team's official social media channels.
- Subscribing to the Warriors' newsletter for updates.
- Listening to partnered radio stations like 95.7 The Game and 106.1 KMEL for the latest news and exclusive offers.

News Release

Warriors Plan to Bring the Bay's Energy Back to Chase Center with New Ten-Game Bundle Plan

San Francisco, CA – Set to debut before the start of the 2025-2026 season, the Golden State Warriors will be bringing the Bay's energy back to Chase Center with the launch of their "Bring the Bay" Bundle Plans. Designed for passionate fans across the Bay Area, this exclusive offer delivers affordable access to some of the most exciting games of the season.

The ten-game bundles are a key part of the Warriors' "Bring the Bay" campaign, which reclaims the team's identity as "The Bay's Team." By reaching fans from Oakland to San Jose and beyond, the Warriors aim to reignite the electric game-day atmosphere that defined Oracle Arena and carry it to their new home in San Francisco.

We're committed to making Chase Center feel like home for every Warriors fan in the Bay Area," said Joe Lacob, majority owner of the Warriors. "This ten-game plan gives our loyal supporters a chance to experience the heart-pounding excitement of Warriors basketball at a price that works for them."

The Warriors created the ten-game plans to reconnect with their most loyal fans, particularly those who cheered them on at Oracle Arena. The initiative invites die-hard supporters back into the fold and helps recreate the electric, passionate atmosphere the Warriors are known for.

Fans can purchase the ten-game bundle plans now by visiting warriors.com. Proof of California residency is required to ensure the offer stays exclusive to Bay Area fans.

Ten Game Plan Highlights

- **Choose Your Games:** Fans can customize their plan by selecting from:
 - 5 nationally televised games (excluding Christmas day)
 - 2 play-in qualifying games
 - 3 promotional giveaway games, featuring fan-favorite bobblehead nights and themed events
- **Prime Seats, Affordable Pricing:** Get great seats in Section 100 (lower bowl) or Section 200 (upper bowl) at a discounted rate.
- **Exclusive Perks:**

- Enjoy 20% off game-day merchandise at the Warriors Shop
- Receive early access to playoff tickets (details coming soon)

The Golden State Warriors, a Bay Area institution since 1962, are one of the NBA's most iconic franchises. With seven championships and millions of fans worldwide, the Warriors continue to inspire loyalty, pride, and passion. Now based at Chase Center, the team is committed to building new traditions while honoring its roots in the Bay Area.

Op-Ed

From Oracle to Chase: The Warriors Are Calling the Real Fans Back Home

When the Warriors traded the raucous roars of Oracle Arena for the gleaming lights of Chase Center, something unexpected happened: the vibe shifted. What was once an electric cauldron of die-hard devotion started to feel a little... different. The passion that once echoed from the upper deck to courtside seemed muted under the weight of corporate coolness and tech-driven calm.

But let's be honest: Dub Nation isn't about luxury seats or sparkling concourses. It's about the energy. The goosebumps from a Draymond block, the collective gasp after a Steph deep three, and the unrelenting belief that our team, no matter the odds, can make magic happen. That's why the Warriors are hitting the reset button with the "Bring the Bay" campaign and the launch of ten-game bundle plans designed for the **real fans**.

And here's the best part: getting to Chase Center is just as easy as it was getting to Oracle, maybe easier. The same BART that carried fans from every corner of the Bay to Oracle can take you to Chase Center, with a quick transfer to Muni that drops you right at the doorstep of the action. No parking stress, no endless searches for a spot, just a smooth ride to cheer on your team. For all the grumbling about Chase being "too far" or "too complicated," let's be real, this isn't a cross-country trek. If you could handle the Coliseum's parking lot circus, you can absolutely manage a transfer at Embarcadero.

The truth is, fans can be fickle. The smallest inconvenience, a few extra minutes on public transit or a slightly steeper ticket price can dampen the most loyal spirits. But Dub Nation is tougher than that, right? We're the fans who packed Oracle when wins were few and far between, who stuck with the team through rebuilds, trades, and heartbreaks. Now is not the time to let a little location shift dim our pride.

The ten-game bundles aren't about exclusivity, they're about inclusivity. They're about making Chase Center feel like home for the fans who gave us "Roaracle" and turned an arena into a fortress. With affordable pricing and perks tailored to Bay Area fans, this is a call to action for everyone who has ever proudly shouted "Warriors!" in a crowd.

This isn't just a marketing ploy; it's a cultural correction. The Warriors know their roots are in the Bay—**all of it**—from Oakland to Vallejo to San Jose. They know it's the fans who bleed blue and gold, not those checking emails mid-game, who make a game-day experience unforgettable.

The ten-game bundle isn't just about tickets; it's about reclaiming our identity as "The Bay's Team." It's a chance to show that you don't have to be sitting courtside to feel like a part of the action. From the lower bowl to the rafters, it's the collective roar that makes Chase Center come alive.

So, to the fans who miss the days of chanting, stomping, and high-fiving strangers after every buzzer-beater—**this is your chance to bring that energy back.** The ten-game plan is your ticket to reliving those moments, creating new memories, and reminding everyone what Dub Nation truly stands for.

The Warriors have set the stage. Now it's up to us, the fans, to bring the noise. Grab your BART card, hop on Muni, and come ready to cheer like it's Game 7. Let's take back the court, the atmosphere, and the pride that made this team legendary. See you at Chase; bring your voice, your passion, and your love for the Bay.