

Experts on the Field, Partners in the Game.  
www.stma.org

## Marketing to the Sports Turf Manager in a Challenging Economy

In any economic climate, easily reaching the sports turf manager can be challenging due to the wide and varied employment structures they operate within. Obviously, the higher the visibility for the athletic facility, the easier it is to find the sports turf professional who makes the purchasing decisions. Once you have identified the sports turf manager, what sales approaches are more likely to resonate with them?

### The Value Proposition

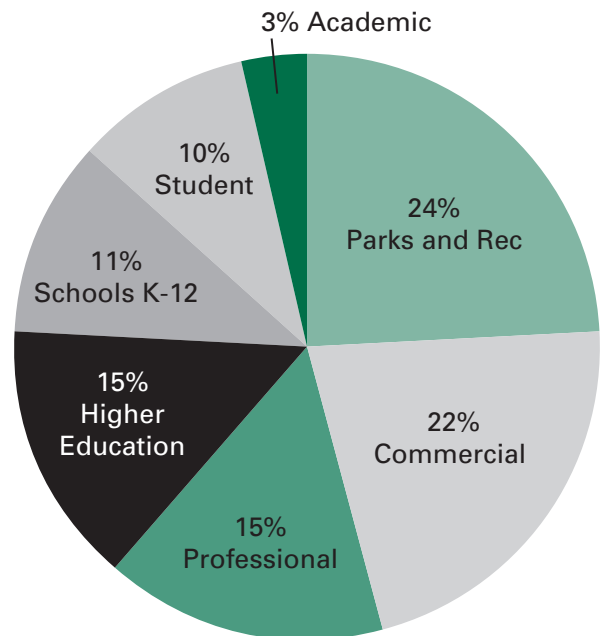
As marketing and sales professionals you know that the value proposition you present is now more critical than ever before. Sixty-one percent of our members have had their budgets cut for 2009, typical resources are unavailable, and personnel is being reduced for many segments of our industry. The challenge is how can your company drive sales in an economy that is nearly standing still?

There are no instant solutions. However, by gaining an in-depth understanding of the issues that are challenging sports turf managers and matching your sales strategies to the demographics and psychographics of the sports turf manager, you will have greater success.

### Membership Profile

STMA has more than 2,600 members. Its members are comprised of students, academics, commercial companies, and sports turf managers representing schools K-12, parks and recreation, higher education, and facilities used by professional athletes.

### Membership Breakdown

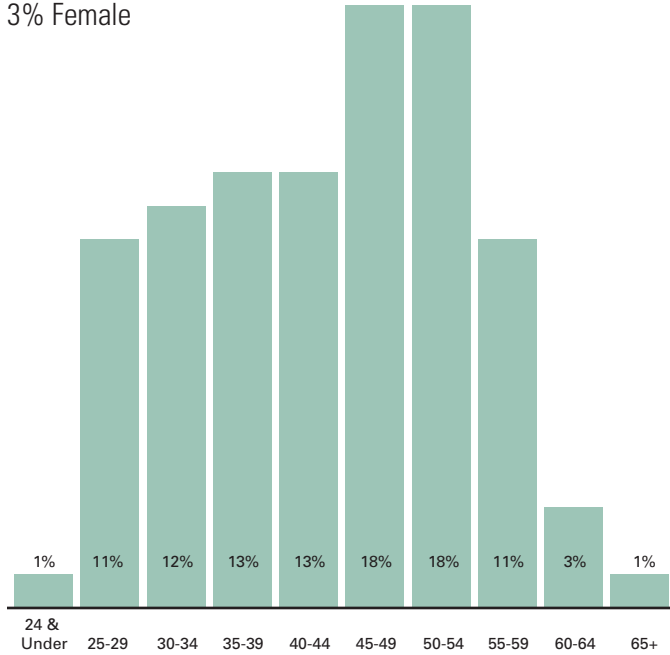


(Continued on next page)

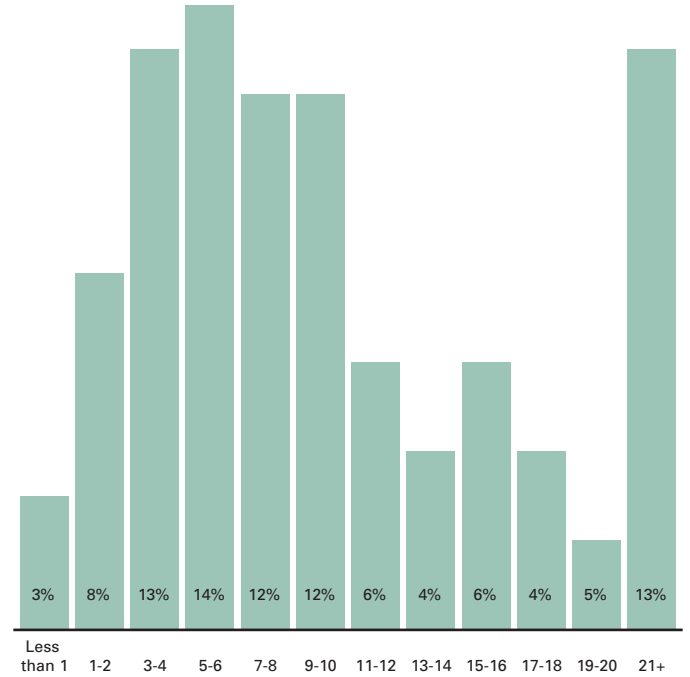
# Marketing to the Sports Turf Manager in a Challenging Economy

## STMA Sports Turf Managers Age & Sex

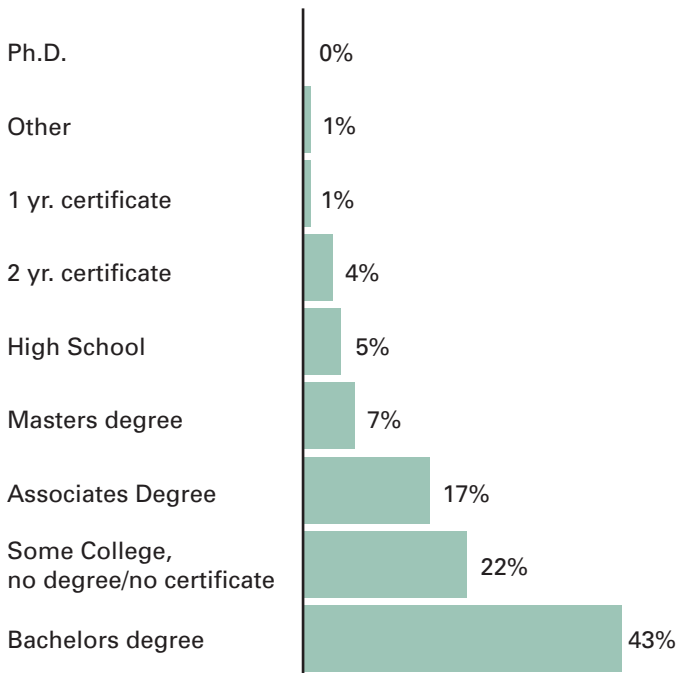
97% Male  
3% Female



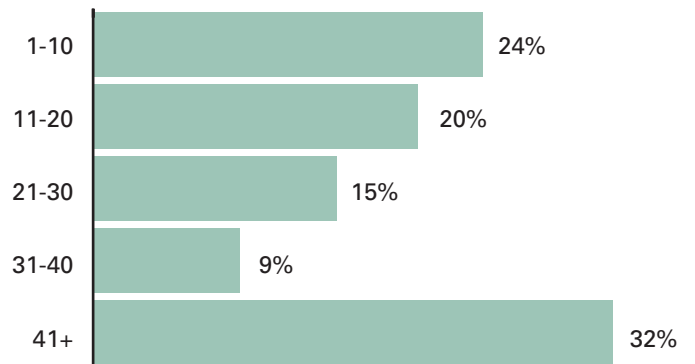
## Years Employed as a Head Sports Turf Manager



## Level of Education

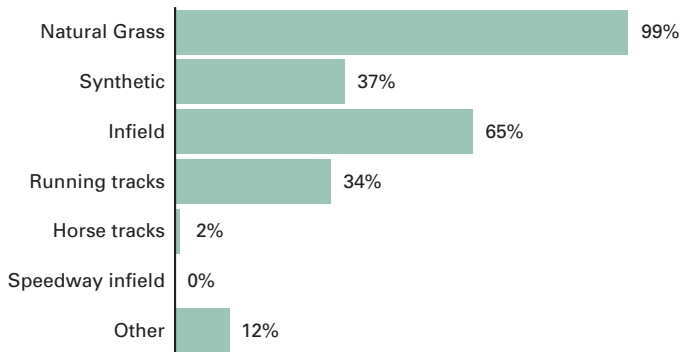


## Acres Managed



# Marketing to the Sports Turf Manager in a Challenging Economy

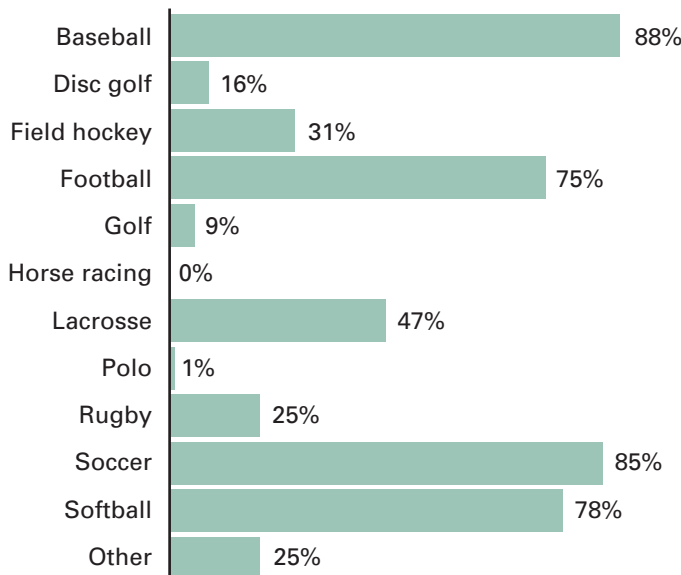
## Type of Sports Surfaces Managed



## Other Areas Managed

85% manage other acreage in addition to sports fields

## Sports Played on STMA Managed Athletic Surfaces



## Multi-Use Fields

80% Manage Multi Use Fields

## Typical Work Week For Busiest Season

### Weekdays

36 hrs. 0%  
 37-40 hrs. 6%  
 41-45 hrs. 20%  
 46-50 hrs. 27%  
 51-55 hrs. 14%  
 56-60 hrs. 14%  
 61+ hrs. 19%

### Weekends

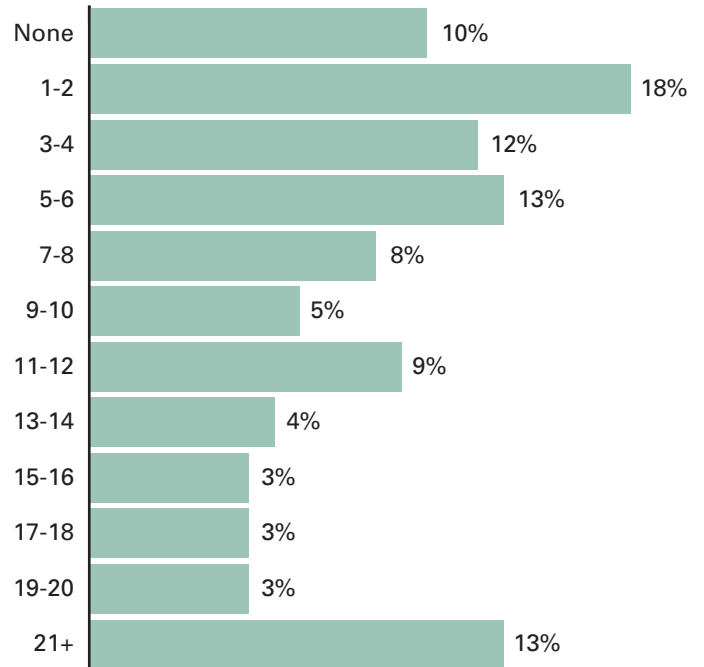
Under 4 hrs. 31%  
 4-8 hrs. 29%  
 9-12 hrs. 11%  
 13-16 hrs. 10%  
 17+ hrs. 19%

## STMA Affiliated Chapter Membership

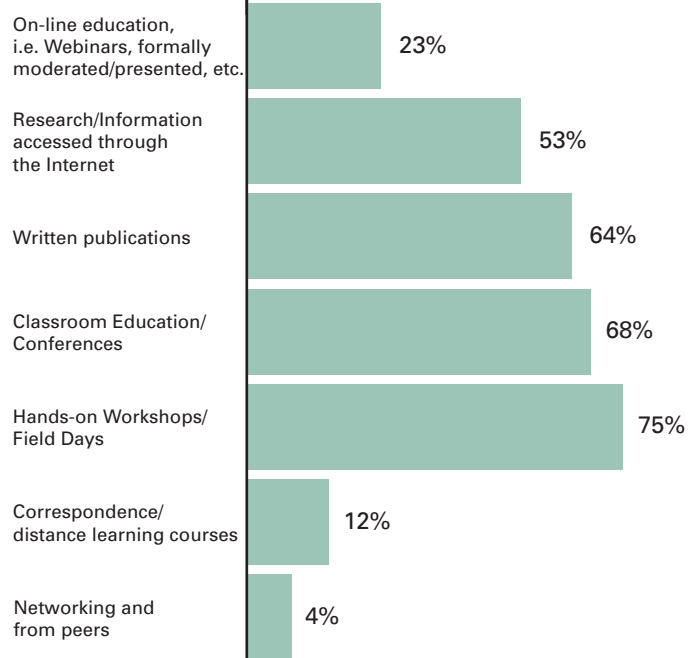
86% are members of an STMA affiliated chapter

## Staffing

# of full-time employees for whom the sports turf manager has responsibility



## Top Ways STMA Members Like to Learn



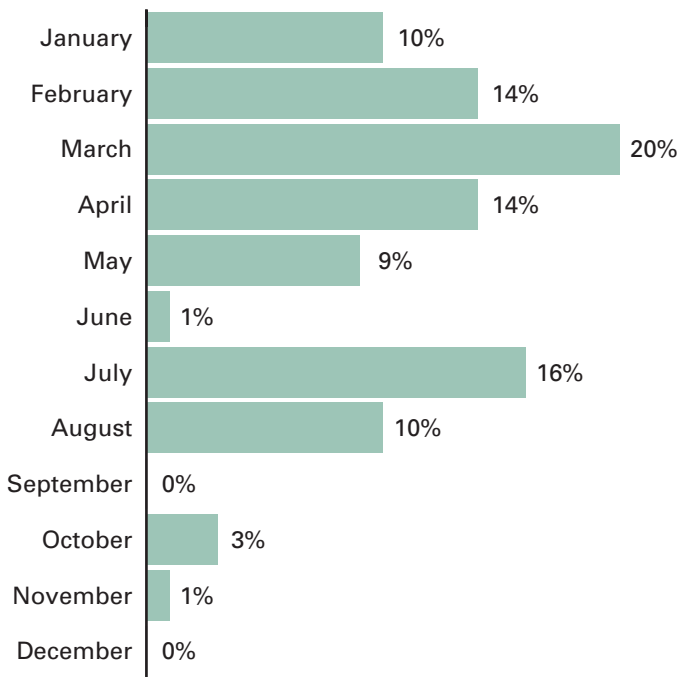
# Marketing to the Sports Turf Manager in a Challenging Economy

## Purchasing Power & Buying Habits

Although the buying behavior varies for new products, typically sports turf managers are inclined to listen to other sports turf managers on what has been successful for them. They are influenced by testimonials of respected peers and value factual information and applied research in their decision-making.

**91.3%** have the authority to buy, specify and recommend products and services

**70%** of STMA members make the majority of their purchases for athletic fields before June 1



**98.6%** believe the Internet is an important informational tool

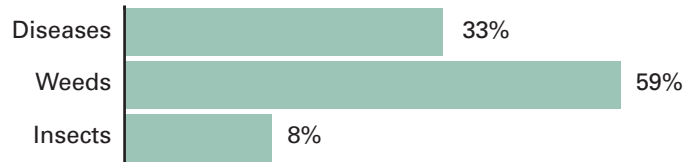
**65.9%** use vendor websites for information

**75%** use the internet to purchase sports turf industry-specific products and services

**63.9%** have purchased a product or service as a result of seeing an ad in STMA's magazine, *SportsTurf*.

**73%** feel that generic products are equivalent to branded products

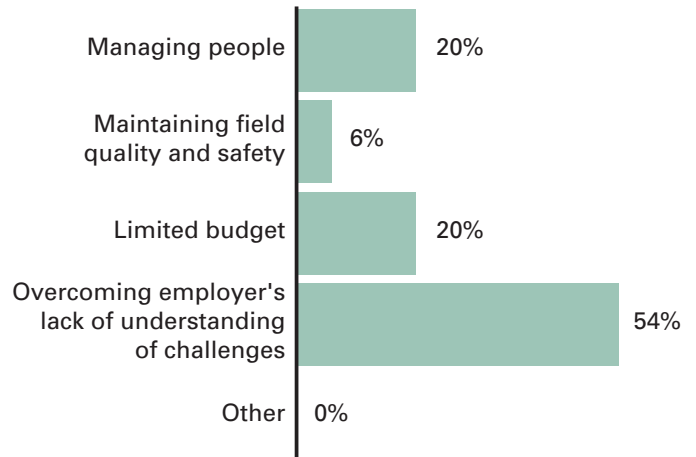
## Pest Product Management Expenditures:



Sports turf managers are stewards of the environment and consistently manage sports fields to achieve this responsibility. Eighty-three percent of sports turf managers practice IPM (Integrated Pest Management).

## Challenges for the Sports Turf Manager

The most difficult aspect of a sports turf manager's job is:



**40%** report that they have noise restrictions

**34%** report water restrictions  
(Summer 2008)

*Statistics provided in this report are from STMA member on-line surveys and quick polls.*