

## **SETTING THE STANDARD FOR THE EVENT OF THE YEAR**

Inspiration Media delivers an award-winning site for the Black College Hoop Classic.

**Client Name:** John Joel Scholastic Academy (JJSA)

**Project Type:** Public Web site

**URL:** <http://www.blackcollegehoopclassic.org>

**Launch:** February 2005

### **Background**

The Black College Hoop Classic is a premiere nonprofit event in Southern California's diverse community during the Winter Holidays, which will be held at the Los Angeles Memorial Sports Arena, December 27-29, 2005. This event provides a high-energy exposition of local and national businesses providing various products and services catered towards our diverse consumer base that crosses all age levels, and racial, educational, and social lines. It brings the best Men's Black College Basketball to Southern California! The tournament will feature eight powerhouse teams from Virginia Union University, Morehouse College, Tuskegee University, Wilberforce University, Xavier University, Bowie State University, Johnson C. Smith College, and Wiley College. It also includes other attractions that are entertaining, multi-cultural, informative, and educational.

### **Project Overview**

JJSA gives their targeted audience a compelling experience of the Historically Black College experience and provides detailed, in-depth information about these basketball teams throughout the tournament process. To create the optimal experience for basketball fans, IM skillfully translated key brand attributes like team performance, profiles, and quality into an exciting, easy-to-navigate site with content focused squarely on the needs of the audience.

### **Business Need**

Sports Events face both a competitive challenge and changing expectations of consumers online. The site would need to adapt to the growing demands of the event's Internet presence targeted by providing deeper team information, in a format which reflects key JJSA brand attributes: quality and reliability. The site, and the customer's experience using it, also distinguishes the JJSA brand in a crowded and highly competitive field. The goal of the site is to both position the brand among its sports brand competitors, as well as clearly differentiate the various Black College Hoops Classic pavilions.

### **The IM Solution**

To establish the roadmap for the design of the new site, the IM and JJSA team started with an extensive Strategic Assessment. This process included: competitive benchmarking, target customer research, user experience design and technical architecture. Coupled with a knowledge base drawn from analyzing traffic patterns over time, the team identified core strategies for the new site. With the growing recognition of the basketball tournament in the sports market, the new site is designed to assist contributors such as sponsors to find the necessary information that they will need to determine the level of sponsorship. IM provided JJSA with a comprehensive solution which included all the events marketing materials, as well as print media material for this event. This was to strengthen the identity of the event.

### **Key Features of the Site Include:**

- Flash Intro and Flash Navigation Menu
- Basketball Tournament Feature Highlights
- Program Overview
- Hit Counter
- Email Contact Form
- School locator

### **Technology**

IM built BlackCollegeHoopClassic.org on the UNIX platform using PHP and MySQL.

BlackCollegeHoopClassic.org is hosted on the UNIX server platform and MySQL for its databases and a Visual Basic middle tier.

"Next year, we are planning to implement a football classic so we will need your services for that event as well. I would like to set-up a long-term relationship where we are supporting each other."

- Aaron Smith

Event Director

Black College Hoops Classic