



Nashville

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Predators?

By Hannah Rand

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# Abstract

Nashville has been home to six hockey teams since the 1960s. Yet, only one of those teams, The Nashville Predators, has been a great success. Because of the opportunities they were offered and the innovative thinking of their leadership, the Nashville Predators were able to redefine hockey for Nashville and establish it as more than just a northern sport.

## 5 Previous hockey teams:

- Dixie Flyers (1962-1971)
- The South Stars (1981-1984)
- The Knights (1989-1996)
- The Nighthawks (1996-1997)
- The Ice Flyers (1997-1998)

## Predators: 1998-Present



# ■ Thesis

The Predators were able to thrive because the city of Nashville was ready for a major sports team with a brand new stadium, a plan to successfully market that team, and a city ready to embrace and support southern hockey.



1.

# The Stadium

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## Mayor Phil Bredeesen's brain child

- Born from a need for a large concert venue in Nashville

## Once built created a new downtown

- Lower Broadway transformed from place of prostitution and crime to a tourist destination

## Made it possible to promote a BIG team

- Municipal Auditorium Seats: 8000
- Nashville Arena seats: >17,000

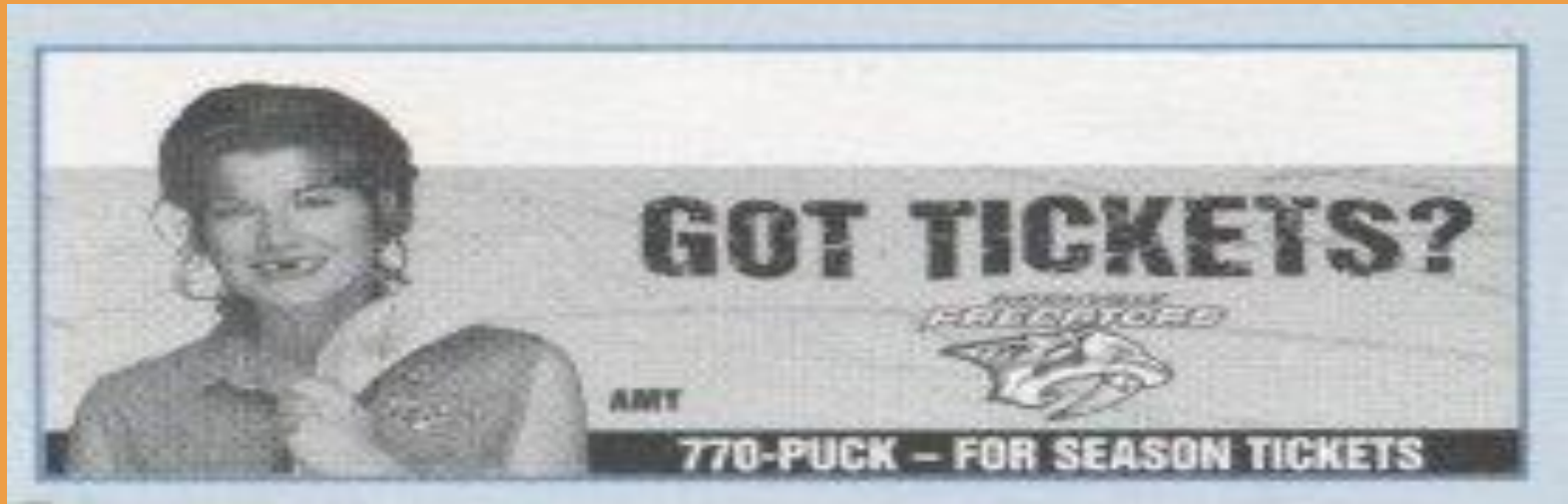




2.

# The Marketing Plan

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**Tom Wade (leader of Marketing team) -**

**Key Marketing strategies:**

- Got Tickets Campaign:
  - Famous country artists posing with blacked out teeth
- Hockey Tonk Jam
  - Concert at the Ryman with artists like Tim McGraw, Faith Hill
  - Later aired on TV as a telethon

Country music celebrities on board, encouraged others to join the fandom.



3.

# The Culture

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## Accepting hockey into country culture

### Country Stars Involved in Games:

- Singing National Anthem
- Hosting events
- Attending games as fans



## Accepting country into hockey culture

### Incorporating Music into Games:

- Live bands during intermission
- Music key to NHL All Star Game
- 2 concert venues and 8 shows
- Southern hospitality



# ■ Conclusions

1. Sports support cities.
2. Cities support sports.

1. Sports shape cities.
2. Cities shape sports.