



# PR LAB FALL 2022

# PHOENIX SUNS

Shania Brenon, Rudy Cavazos, and Gabriella Herran





# MEET THE TEAM



**GABRIELLA HERRAN**

PR Specialist



**SHANIA BRENON**

PR Specialist



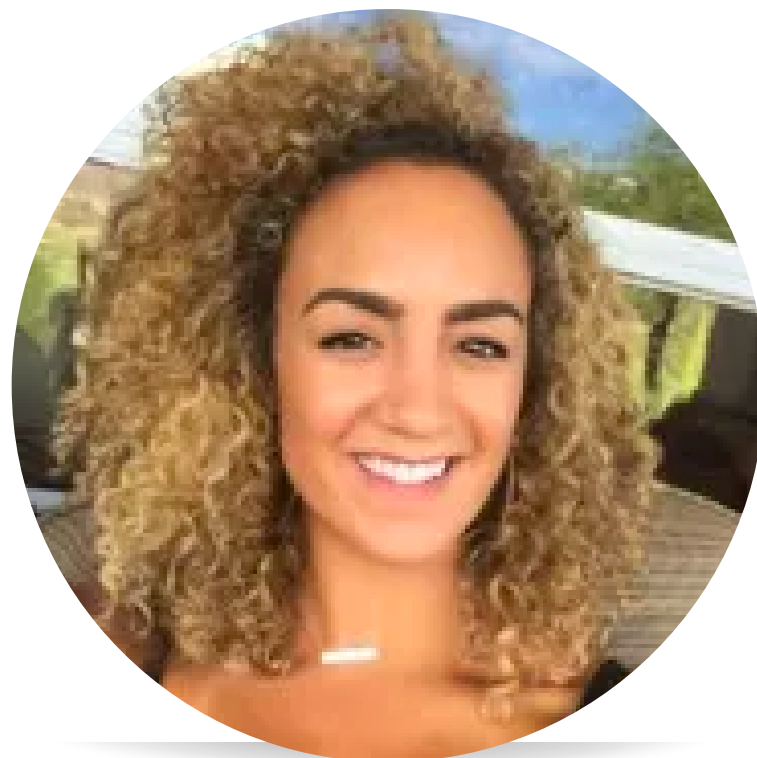
**RUDY CAVAZOS**

PR Specialist





# MEET THE **SUNS COMMUNICATIONS TEAM**



**LEAH PAYNE**

Director of Partner Marketing



**JENELLE SCOTT**

Senior Partner Marketing  
Director



**MYCHAEAL RAMIREZ**

Brand Communications  
Manager





# WHO ARE THE PHOENIX SUNS?

- The Phoenix Suns are a professional basketball team that competes in the NBA's Western Conference.
- It is one of four major league sports teams based in the Phoenix Metro but is the only one to bill itself as representing the city.





THE VALLEY

# GOALS

1. Drive local media presence
2. Grow partnerships coverage
3. Assist with targeting multicultural audiences





# COMPETITIVE REVIEW







# SCOPE OF WORK

**STORY IDEAS  
MEDIA LISTS  
MEDIA ALERTS  
COVERAGE REPORTS  
GAME NIGHT EXPERIENCE**

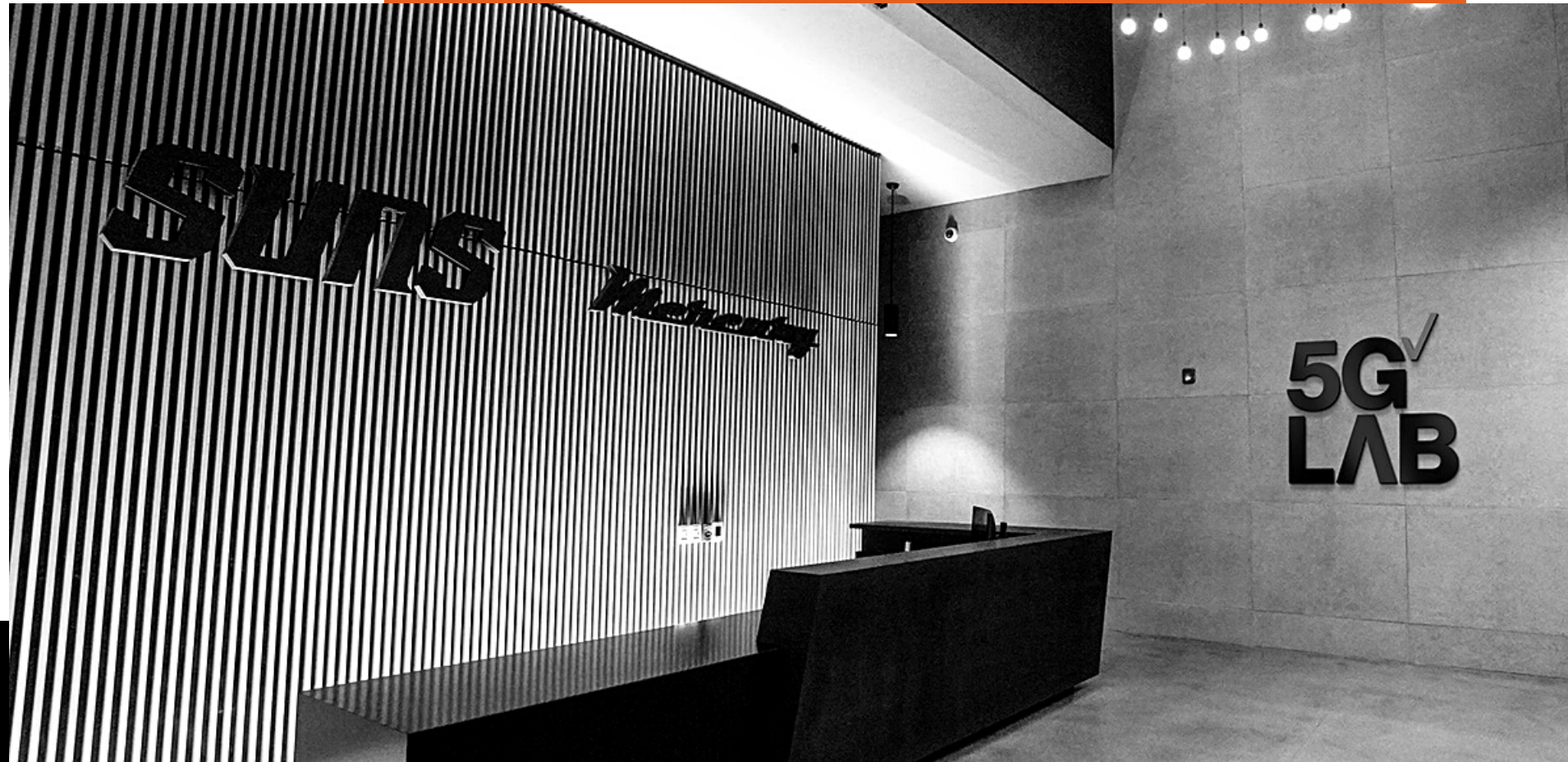






# STORY IDEAS: SUSTAINABILITY





**STORY**  
**IDEAS:**  
**COURTSIDE**  
**PARTNERSHIPS**





STORY  
IDEAS:  
JERSEY  
UNVEILS





# MEDIA LISTS: SUSTAINABILITY





**MEDIA**

**LISTS:**

**KTHLA COLLAB**





Teams ▾ NBA Store NBA League Pass



**DIA DE LOS MUERTOS**  
PRESENTED BY **HORNITOS**

MINNESOTA TIMBERWOLVES VS PHOENIX SUNS

TUE | NOV 1 | 7 PM

Bally Sports | ARIZONA SPORTS | FOX Sports

First 5,000 fans will receive a silicone pint cup

PHOENIX SUNS TO HOST DIA DE LOS MUERTOS NIGHT PRESENTED BY HORNITOS ON TUESDAY, NOVEMBER 1

Phoenix Suns

October 26, 2022 9:55 AM MST



*The Suns will celebrate Latino Culture with a night dedicated to Día de los Muertos; first 5,000 fans age 21 years and older will receive a silicone pint cup, courtesy of Hornitos® Tequila.*

Join us at Footprint Center on Tuesday, Nov. 1 at 7 p.m. when the Phoenix Suns take on the Minnesota Timberwolves and celebrate Dia de los Muertos or Day of the Dead

# MEDIA LISTS & ALERTS: DIA DE LOS MUERTOS THEME NIGHT





Teams ▾ NBA Store NBA League Pass



## PHOENIX SUNS ORIGINATIV GAME NIGHT SERIES HOSTED BY GILA RIVER RESORTS AND CASINOS TIPS OFF NOVEMBER 16

Phoenix Suns

November 15, 2022 2:32 PM MST



***Game night activations celebrate Arizona's Indigenous communities;  
PayPal launches 'Support Our City' campaign to amplify local Native  
American-owned small businesses***

The Phoenix Suns will host ten ORIGINATIV game nights hosted by Gila River Resorts and Casinos to honor Arizona's Indigenous communities and celebrate the team's City Edition uniform. The uniform and corresponding court will debut at the first

# MEDIA ALERTS: ORIGINATIV GAME NIGHT SERIES





# COVERAGE REPORTS: CITY EDITION JERSEY

LOCAL COVERAGE: >15.9 MILLION

NATIONAL COVERAGE: > 382.6 MILLION







# DIA DE LOS MUERTOS GAME NIGHT





# RECOMMENDATIONS

- Multicultural audience outreach
- Engage with Suns.com frequently
- Establish ongoing connections with specific media outlets/reporters





**THANK  
YOU.**







QUESTIONS?