



NSF TEAM A

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OCTOBER 2024

AGENDA

The background of the slide is a grayscale, high-contrast photograph of a soldier in full tactical gear. The soldier is wearing a helmet with a visor and has a "RUSSIA" patch on their sleeve. The image is oriented vertically, with the soldier's head at the top and their body extending downwards.

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ROLLOUT

GOAL

A grayscale background image showing three fencers in dynamic poses, engaged in a fencing match. They are wearing protective gear and holding their foils, with the blades crossed in the center.

**Transform the Chicago metro area
into a hotbed for USA Fencing.
Leverage local club promotions, academic
partnerships, and targeted programs to drive
increased interest and participation.**

OVERVIEW



GOAL

Grow USA Fencing membership by 4,000 members over 1 year

BUDGET

\$75,000

STRATEGY

Market Penetration

Leverage established fencing hubs with \$75,000 budget vs. expansion into multiple regions

TARGET PERSONA

STEM-oriented students, aged 12-17, upper-middle-class families

BACKGROUND

Mission Statement:

To grow and promote the sport of fencing in the United States, honor its rich traditions and achieve sustained competitive international excellence.

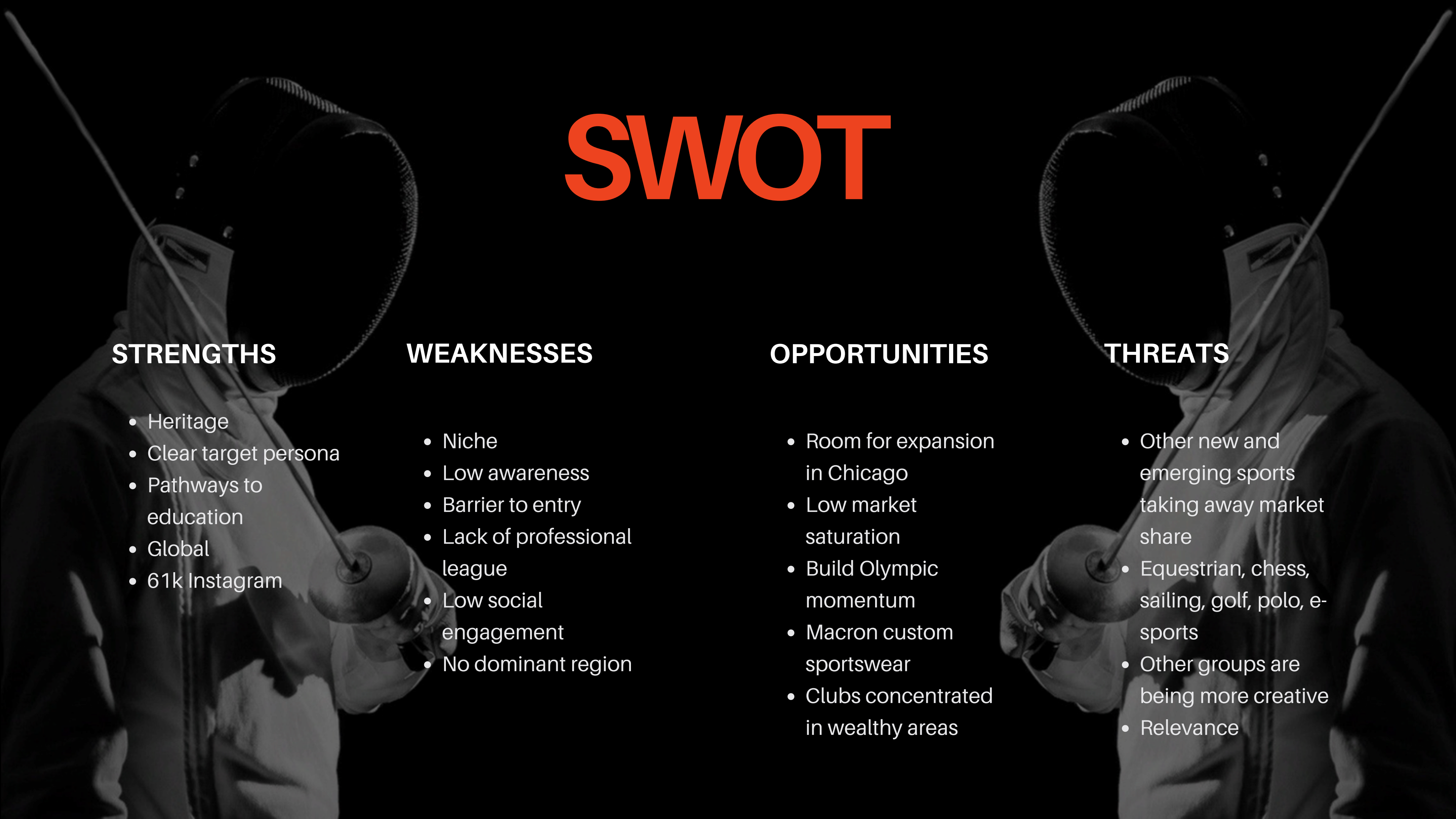
US Fencing has a broad marketing approach, not focused on any demographic group.

US Fencing has a unique growth opportunity with 11.7% growth following the Olympics.





CHICAGO FENCING LANDSCAPE

A grayscale background image of a fencer in a ready stance, wearing a mask and holding a foil. The word "SWOT" is centered at the top in a large, bold, orange font.

SWOT

STRENGTHS

- Heritage
- Clear target persona
- Pathways to education
- Global
- 61k Instagram

WEAKNESSES

- Niche
- Low awareness
- Barrier to entry
- Lack of professional league
- Low social engagement
- No dominant region

OPPORTUNITIES

- Room for expansion in Chicago
- Low market saturation
- Build Olympic momentum
- Macron custom sportswear
- Clubs concentrated in wealthy areas

THREATS

- Other new and emerging sports taking away market share
- Equestrian, chess, sailing, golf, polo, e-sports
- Other groups are being more creative
- Relevance

CONSTRAINTS



INTERNAL

High cost of entry, limits economic diversity and accessibility in fencing.

Limited staffing and volunteer base impact program scalability and consistency.

Financial constraints and lack of government funding restrict growth opportunities.

Regional concentration hampers national visibility and widespread engagement.

A short average membership lifetime length forces continuous recruiting and engagement efforts.

EXTERNAL

Strong competition from more popular, widely accessible sports programs.

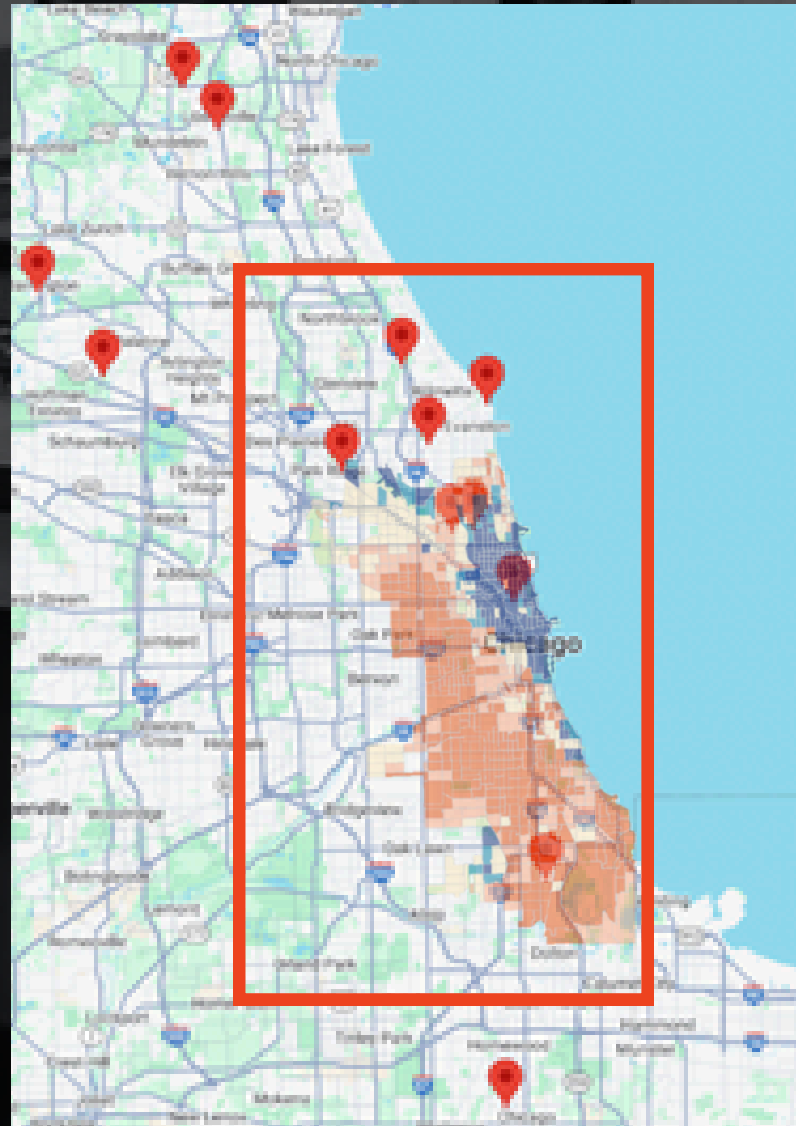
Minimal media coverage outside of the Olympics limits year-round exposure.

Socioeconomic barriers and high equipment costs deter broader participation.

Shifting youth interests toward digital activities reduces appeal of traditional sports.

Low public awareness of fencing's benefits and accessibility hampers growth.

TARGET PERSONA



The STEM Student & their parents

- 12–17 years old
- Academic Interests
- Pursuing higher education
- Involved parents
- Upper-middle-class family
- North Chicago Suburbs
- Introverted, lack social skills
- Interest in the balance of strategy and physical activity
- View fencing as resume addition for prestigious university applications



Understand the opportunity, know your target consumer, and strategically recruit that persona.

- Typical average household income is \$250k; recruit heavily in north Chicago and partner with private schools.
- Fencers are typically more academically talented, target STEM programs through related community/event activations.
- Focus marketing efforts on specific demographics, STEM-oriented students and their parents, deliberate messaging.
- Expand “Try Fencing” events, ease the sign-up process, and host events at convenient times for working families.

COUNTERING CONSTRAINTS

INTEGRATED MARKET STRATEGY

Two Prong Strategy

1. Drive Awareness
2. Emphasize Engagement

Host "Try Fencing" events

Promote via schools & social media

Co-branded materials for clubs

Sponsor various STEM competitions and other related events

Academic Decathlon, Chicago Chess

Championships, Citywide Spelling Bee



"EXPERIENCE EN GARDE"

Primary Audience: 12 - 17 year olds

Secondary Audience: 35 - 50 years old parents

Highlighted Content:

Success Stories

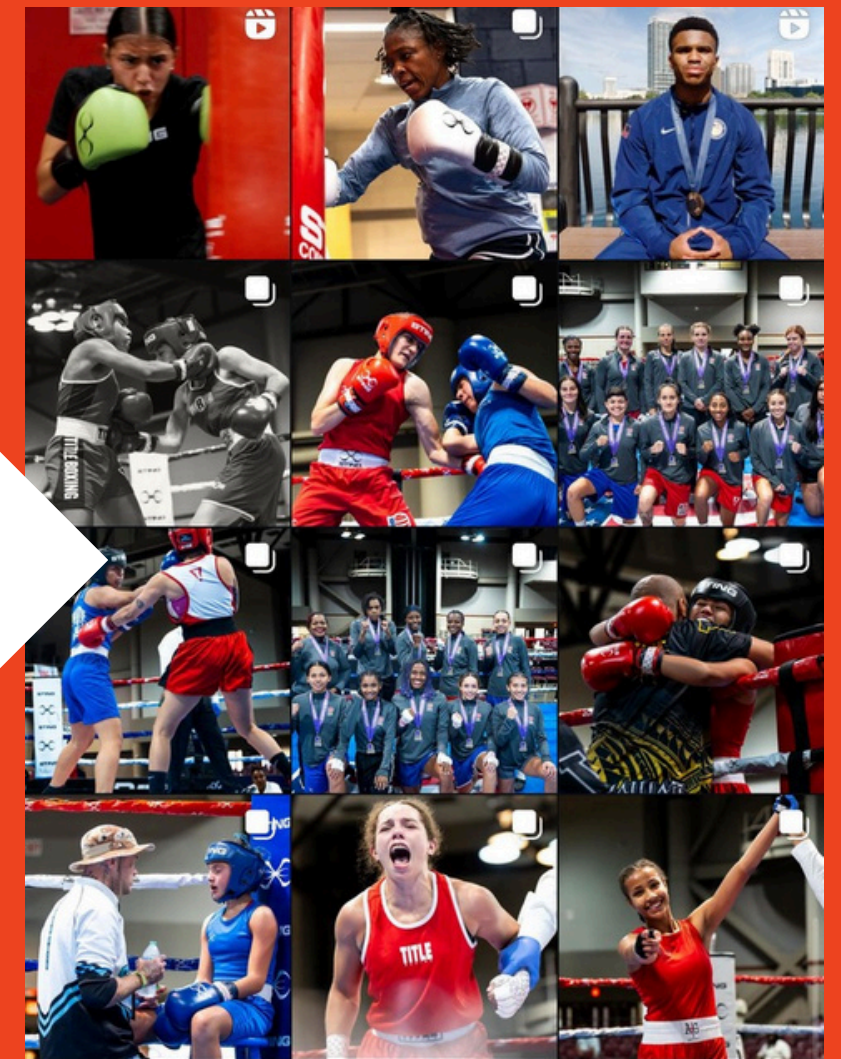
Testimonials

Event Action Shots

Club Practices

Signing Day

Emphasize Engagement.



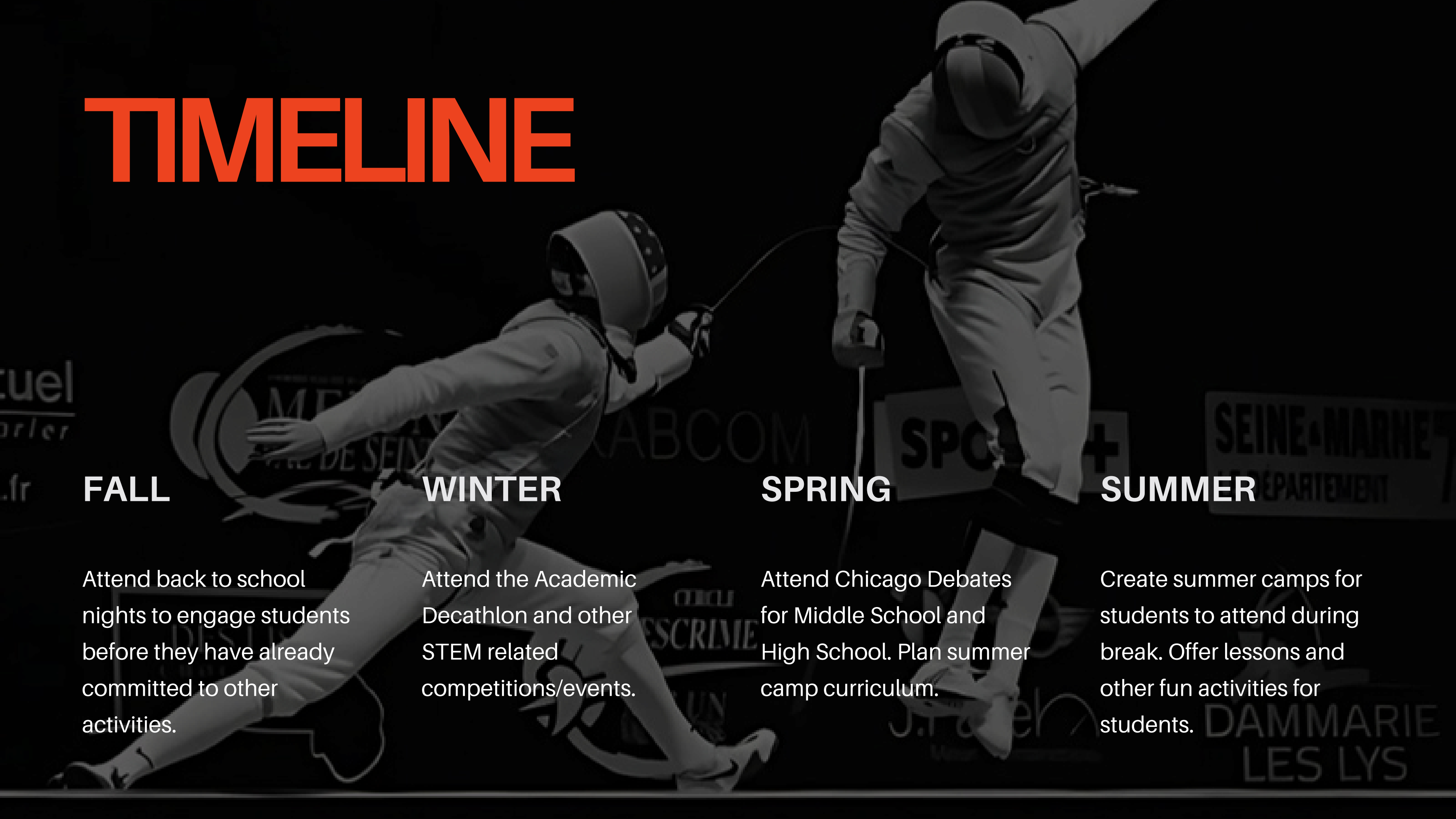
DIGITAL CONTENT STRAT



BUDGET

Try Fencing Events (Three every month, rotating locations)	\$32,000
Instructor Wages (8 clubs, 2 coaches, 1hrs, \$25/hr).....	\$19,200
Event Marketing.....	\$3,200
Uniforms and Additional Equipment Rental (300 rentals).....	\$6,000
Promotional Materials.....	\$3,600
Marketing & Communications Internship Program	\$6,000
Content Creation and Strategy Intern (\$500/mo stipend).....	\$6,000
Digital Content Facelift	\$14,000
Camera and Video Equipment.....	\$4,500
Targeted Social Media Advertising (appx. \$10 per 1,000 impressions)	\$9,000
Website Enhancements.....	\$500
In-Person Marketing & Events	\$15,000
Promotional Materials	\$8,500
Booth Rentals	\$6,500
Local Sponsorship and Partnerships	\$8,000
School & STEM Program Partnerships	\$4,500
Community Event Sponsorships	\$3,500
TOTAL	\$75,000

TIMELINE

A grayscale background image of two fencers in a match. One fencer is in a lunge position on the left, and the other is on the right, also in a lunge. The image is dark and serves as a backdrop for the timeline text.

FALL

Attend back to school nights to engage students before they have already committed to other activities.

WINTER

Attend the Academic Decathlon and other STEM related competitions/events.

SPRING

Attend Chicago Debates for Middle School and High School. Plan summer camp curriculum.

SUMMER

Create summer camps for students to attend during break. Offer lessons and other fun activities for students.



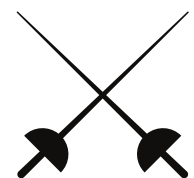
Generate 900,000 clicks through targeted advertising, with a **conversion rate of 5%** (45,000 interactions or information requests).

Convert **20% of the 45,000 to sign up** for a Try Fencing Session.



Retain at least 50% of new trial members beyond their first fencing session by offering targeted follow-up communication (emails, social media, or phone calls) and promotional offers.

Secure **partnerships with at least 40 schools and community centers** (5 partners per club) in the Chicago area to host assemblies, tabling events, and demonstrations.



Achieve an average of **22 attendees per "Try Fencing"** event across 384 sessions, with at least **50% of participants signing up** for follow-up sessions or memberships. (4,000 total over 12/mo/)



8 clubs, each hosting four 45-minute sessions a month

22 new fencers per session

8,000 in-person trials over 1 year

50% conversion

4000 new members

“EXPERIENCE EN GARDE”

CONCLUSION

We believe that this marketing strategy is the best way for us to attract our goal of 4,000 new members given the budget we have to spend.

Through our strategy of reaching STEM minded kids where they are we believe that we will meet our goals and continue an upward trajectory for USA Fencing.

SOURCES

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THANKYOU

QUESTIONS?