



NASHVILLE PREDATORS & CAROLINA HURRICANES

A comparison of the distinct fan-bases, locations,
and offerings of two major NHL teams.



HISTORY OF THE TEAMS

Nashville Predators



Part of NHL based in Nashville, T.N.

- Founded in 1998.
- Bridgestone Arena is the epicenter of their home games.
- Facility has hosted over 12 million guests for entertainers/tournaments.
- NHL expanded franchise to Craig Leipold during 1998-99 season.
- Predators qualified for 1st Stanley Cup playoffs during 2003-04 season.
- Won first Presidents' Trophy and Central Division title in the Western Conference
 - Set franchise record with 53 wins in 2017-18.
- Advanced to the Stanley Cup Finals in 2017.
 - After their most successful postseason run
- "The Goal Song"
- Why the name Smashville?
- Saber-toothed Cat Logo and Name History

Carolina Hurricanes



Part of NHL based in Raleigh, N.C.

- PNC Arena is the epicenter of their home games.
- Franchise formed in 1971 as the New England Whalers of WHA
- Joined NHL in 1979 as part of NHL-WHA merger, naming Hartford Whalers before rebranding as the Hurricanes.
- Had immediate success and won the East Division in the WHA's first 3 seasons.
- Became the inaugural Avco World Trophy Champions to cap off 1972-73 season.
- Advanced to Stanley Cup over the Edmond Oilers
- Won Metropolitan Division and finished the 2021-22 season with 54 wins
- Why the name Carolina Hurricanes?
- Icehog mascot and Name History

Fanbase Comparison



Fan Reputation

- ▶ The Preds are well known throughout the NHL for their extremely passionate fan base
- ▶ The Canes are known for having a younger fanbase than other NHL teams



Attendance

- ▶ In 2019-20, the Preds averaged 17,400 fans per game/ about 100% capacity
- ▶ In 2019-20, the Hurricanes averaged 16,900 fans per game/ about 89% capacity



Socials

- ▶ With 447k followers and 2 posts a day, the Preds are very active on Instagram
- ▶ Average of 2k-5k likes per post and around 50 comments average
- ▶ TikTok account with 48k followers and trendy posts but hasn't gained much traction
- ▶ With 432k followers and a post a day, the Canes are also very active on Instagram
- ▶ Averaging about 10k-20k likes per post with hundreds of comments
- ▶ TikTok account with 139k followers and thousands, even millions, of views per post

NASHVILLE VS RALEIGH

- **RALEIGH:**
 - MUSEUMS
 - MUSEUMS OF ART, NC HISTORY, AND NATURAL SCIENCES, ETC
 - MUSIC
 - CONCERTS AT PNC, COSTAL CREDIT UNION PARK, THE RITZ, ETC.
- UNC, NC STATE, DUKE
- (LESS OF A TOURIST FEEL)



NASHVILLE VS RALEIGH

- **NASHVILLE:**
 - MAJOR COUNTRY MUSIC SCENE
 - GRAND OLE OPRY
 - COUNTRY MUSIC HALL OF FAME/MUSEUM
 - GROWING ART SCENE
 - VISUAL ARTS: MURALS, ART GALLERIES, ETC.
 - PERFORMING ARTS: INDEPENDENT FILMS, BROADWAY SHOWS, CHILDREN'S THEATER PERFORMANCES, ETC.
- SHOPPING
- TENNESSEE TITANS, VANDERBILT UNIVERSITY
- (LARGE TOURIST FEEL)



NASHVILLE VS RALEIGH

WATCH PARTIES

- **NASHVILLE:**

- "PREDS APPROVED" WATCH PARTIES
 - BARS MOSTLY ACCROSS TN
 - THEY CAN SUBMIT AN APPLICATION AND BEGIN RECEIVING "MEMBERSHIP BENEFITS"
 - PREDS PUT THE LIST ON THEIR WEBSITE UNDER "WHERE TO WATCH"
 - A WAY TO STAY CONNECTED DURING AWAY GAMES
 - CONTESTS WITH PRIZES

- **RALEIGH:**

- "CANE'S WATCH PARTY"
 - SPECIFICALLY CAROLINA ALE HOUSE
 - "OFFICIAL HOST OF EVERY CANES WATCH PARTY WHEN THE CANES ARE ON THE ROAD"
 - GAMES AND CONTESTS WITH PRIZES



SEASON PASS COMPARISON



In 2020, the last known data for the Carolina Hurricanes, season passes had a 90% renewal rate. The season plans range from \$385 for an 11-game plan at the shoot-twice goal zone to \$8,610 44-game plan in the first row.



In 2020, the Predators had an 88% renewal rate. The season plans range from \$428 for an eleven-game plan at the goal-line at \$11,259 for a 44 game plan for the Yuengling flighdeck.

The Predators, unlike the Hurricanes, offer a **three-year season pass**. While this is attractive because of the discount price it also is helpful to fans who want guaranteed tickets, **since the predators sold out in 2018** and had to implement a waitlist.



SMASHVILLE PR

EVENTS COMPARISON

THEME NIGHTS



Opening Night
Hockey Fights Cancer
Star Wars
NASCAR
Pride Night
25th Anniversary
Kids Day
Whalers Night
Military Appreciation Night



Hispanic Heritage Night
Opening Night
Oktoberfest
Halloween
Law Enforcement Night
Hockey Fights Cancer
Top Gun Night
Thanksgiving
NASCAR Night



Star Wars Night
Healthcare/Frontline Workers
Appreciation Night
Teacher Appreciation Night
Preds PixMob Holiday Light Show
Hockey is for Everyone
Firefighter Appreciation Night
Yoga Night
Margaritaville Night



Valentine's Day
Mardia Gras Night
Golf Night
Ford Military Salute Week Night (3 Nights)
St Patrick's Day
Pride Night
Fan Appreciation Night

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EVENTS COMPARISON

 **STAR WARS NIGHT**



EVENTS COMPARISON

NON-PROFIT WORK



THE CAROLINA HURRICANES FOUNDATION STRIVES TO MEET THE HEALTH AND EDUCATIONAL NEEDS OF CHILDREN, WITH A FOCUS ON UNDERSERVED POPULATIONS, AND TO STRENGTHEN YOUTH HOCKEY IN OUR COMMUNITY.



OUR MISSION IS TO BUILD PHILANTHROPIC PARTNERSHIPS WITHIN OUR COMMUNITY TO SUCCESSFULLY LEVERAGE THE UNIQUE ASSETS AND SKILLS OF OUR ENTIRE ORGANIZATION TO IMPROVE THE LIVES OF YOUTH AND THEIR FAMILIES.

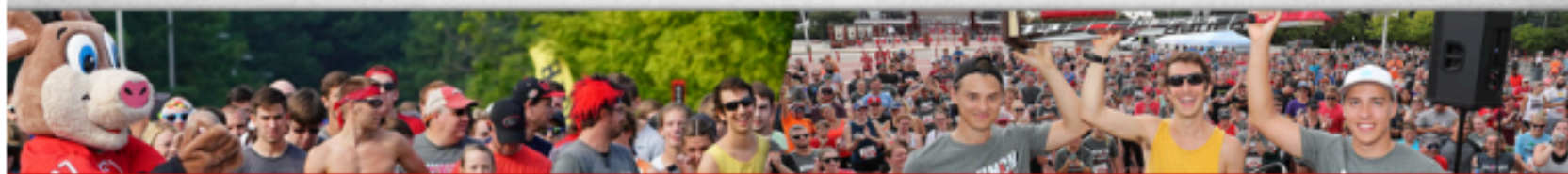
OUR VISION IS TO USE OUR DISTINCTIVE SET OF ASSETS TO SUPPORT THE YOUTH AND THEIR FAMILIES IN THE COMMUNITY THAT WE CALL HOME.

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CANES 5K

PRESENTED BY **UNC HEALTH**



Canes 5k



Golf Tournament



Skate with the Canes



Carolina Hurricanes Bash



Alumni Game



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Mike Fisher Celebrity Clay Shoot



Gnash Vegas Casino Night & Auction



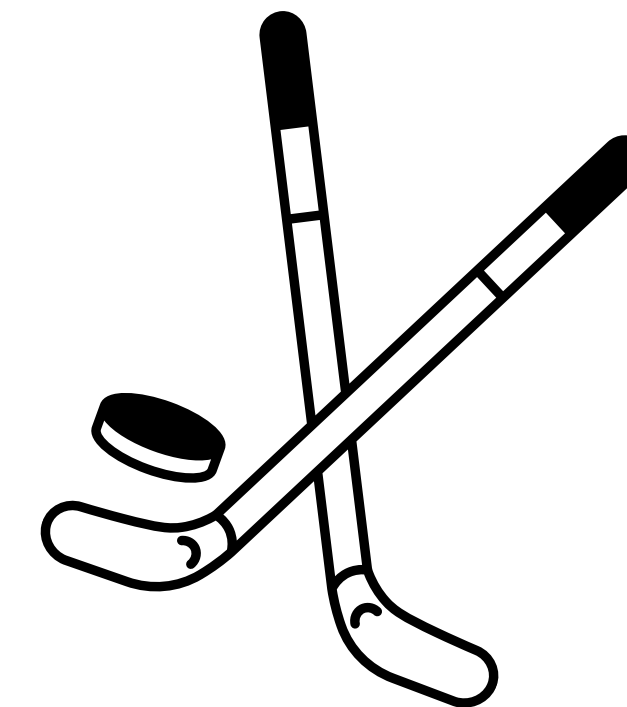
Wine Festival & Tasting



Filip Forsberg Hockey Clinic

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STADIUM ATMOSPHERE COMPARISON



NASHVILLE PREDATORS "SMASHVILLE"



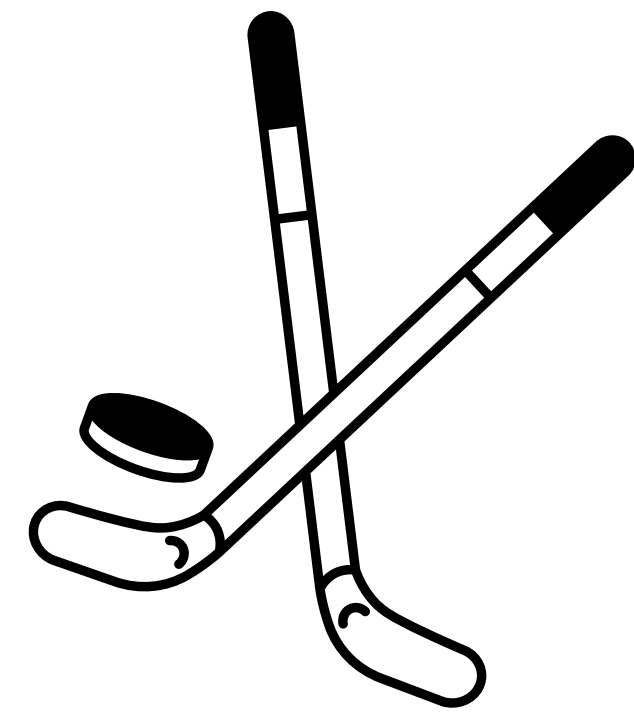
CAROLINA HURRICANES "CANIACS"



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STADIUM ATMOSPHERE COMPARISON

NASHVILLE PREDATORS "SMASHVILLE"
Bridgestone Arena



CAROLINA HURRICANES "CANIACS"
PNC Arena



SMASHVILLE PR

STADIUM ATMOSPHERE COMPARISON



**CAROLINA HURRICANES
STORM SURGE**



STADIUM ATMOSPHERE COMPARISON

FAMILY

"I feel like this is a little bit more of a family atmosphere than a hockey team and its fans. To see this crowd and the area the way we want it to be and the way I remember it is awesome to see, and it was a genuine great relationship between us."

-Justin Williams, Former Carolina Forward



SMASHVILLE PR

STADIUM ATMOSPHERE COMPARISON



Tailgating



QUESTIONS:

- How would you say the atmosphere of NHL games compares to other professional sporting events?
- What are some way that the tourist atmosphere or lack thereof prove to be advantageous or disadvantageous to professional hockey teams like the Predators and the Hurricanes?
- Do you think hosting themed nights is more beneficial for attracting new fans or for retaining old ones? Why?
- Do you think social media is a good way to reach new fans? Or is social media primarily used by existing fans?
- Other than social media, what are some ways/brand activation(s) for the team to engage a bigger target audience?

