



**Henderson Silver Knights Case Study Bowl Proposal**  
**Sports Marketing Association, 2021**  
**Las Vegas, NV**

**Scenario:**

The Henderson Silver Knights began play in 2020-21 (minor league affiliate of the Vegas Golden Knights) in the American Hockey League. They will begin play at the Dollar Loan Center in Henderson, NV in 2022 (First game scheduled for April 2, 2022). The students are helping the Silver Knights position themselves separate from the Golden Knights as they begin play in nearby Henderson, NV.

**Positioning the new team in the Henderson, NV.**

The Silver Knights will begin play in Henderson in 2022. The Silver Knights look to build off the success of the VGK brand which quickly grew a dedicated fan base. In order to do so, the students will investigate a particular demographic (younger fans) and how to grow the fan base. The students can focus on unique initiatives that they develop based on what the Silver Knights have already created. Additionally, the students can develop ways to differentiate the brand from VGK through the marketing of events, team/fan identification, etc. The idea is to have students bring real-life initiatives that can help the Silver Knights short and long term marketing strategies.

**Key Case Study Questions:**

1. Based on the information provided, layout the objectives and challenges that are specific to the Silver Knights.
2. How should the Silver Knights position themselves when they begin play in a new arena? Develop a positioning statement and identify the key market components to develop a successful marketing strategy.
3. How can the Silver Knights attract a fan base? Be prepared to discuss specific demographic targets and issues that are part of this process.
4. Using those strategies, what type of short- and long-term tactics should the organization use? How do you incorporate those strategies into brand loyalty?