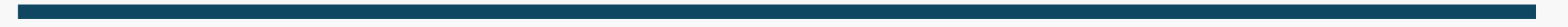


Tigertown Sports

Media Kit and PR Strategy

Sydney Ashlock





media kit



Key Executives



Ashley Harvill

Ashley is the Senior Director of Sales at Auburn Hospitality, Tigertown Sports' parent company, bringing over 10 years of experience with brands like Marriott, Hilton and IHG. Previously a Regional Director of Sales for the Southeast, she excels in developing impactful sales and marketing strategies. Based in Auburn, Alabama, she enjoys life with her husband, two sons and their dog, Lola. A devoted Auburn Tigers fan, she loves spending time in Auburn with friends and family. Her energy, expertise and leadership make her an invaluable leader.



Key Executives



Zachary Whatley

Zachary is the Online Relations Manager for Tigertown Sport's parent company, Auburn Hospitality. Before this job, Zachary advanced through various hospitality roles at Candlewood Suites. He began as a Front Desk Agent, then was transitioned to a Sales Coordinator position, then finally promoted to a Front Desk Manager where he managed staff and ensured smooth operations of all departments. Now as the Online Relations Manager, he specializes in website creation, online marketing and social media optimization. His background in customer service makes him an excellent leader for this position.



Corporate Profile

Overview:

Tigertown Sports is a multi-activity sports and entertainment venue located in the Tiger Town district of Opelika, Alabama. Designed for families, students and adults, the business offers a unique blend of recreation and social atmosphere through mini golf, beach volleyball, sports simulators, yard games and a full-service bar. Since opening in 2023, Tigertown Sports has become a go-to destination for both casual fun and group gatherings in the Auburn-Opelika community.

Mission:

Tigertown Sports is committed to creating a welcoming, high-energy environment where all ages can play, connect and relax. Our mission is to provide accessible, affordable entertainment through high-quality recreational activities supported by excellent customer service and a strong sense of community among Auburn-Opelika residents.



Corporate Profile

History:

Tigertown Sports was developed by Auburn Hospitality and opened in the spring of 2023. The business came in response to the growing demand for innovative entertainment in the Auburn-Opelika area. Located near the Tiger Town shopping district, the venue was designed to combine outdoor recreation with social gathering spaces. From its 18-hole mini golf course to its sand volleyball courts and sports simulator lounge, Tigertown Sports emerged as one of the region's first hybrid recreation-and-social venues. Since opening, the business has hosted community events, social nights and private group outings, reinforcing its role as a local destination.



Corporate Profile

Selling Points:

- **Variety of Activities** – Offering mini golf, volleyball, simulators and yard games all in one place, Tigertown Sports provides entertainment options for every age group and interest level.
- **Community-Centered** – The venue frequently collaborates with local organizations, hosts charity events and supports Auburn–Opelika community initiatives.
- **Convenient Location** – Positioned just off I-85 and next to the Tiger Town retail area, the venue is easily accessible to both residents and visitors.
- **Indoor and Outdoor Appeal** – With activities available in all seasons, Tigertown Sports provides flexible entertainment options year-round.
- **Social Atmosphere** – The relaxed bar, patio seating and group-friendly layout make it an ideal spot for gatherings, celebrations, and casual nights out.



Fact Sheet

- **Who?:** Tigertown Sports <https://www.tigertownsports.com/>
- **What?:** A multi-activity sports and entertainment venue offering mini golf, beach volleyball, sports simulators, yard games and a full-service bar.
- **When?:** Opened in 2023; operating year-round.
 - Monday: Closed
 - Tuesday-Thursday: noon through 10 p.m.
 - Friday-Saturday: noon through 11 p.m.
 - Sunday: noon through 8 p.m.
- **Where?:** 1615 Parker Way, Opelika, Ala., 36801
- **Why?:** To provide a fun, all-ages, community-focused space for social events and leisure activities in the Auburn–Opelika area.



Key Features and Activities

Mini Golf

- 18-hole outdoor miniature golf course
- Family-friendly design with bridges, obstacles and landscaped features
- Suitable for kids, adults, groups and casual competitors

Beach Volleyball

- Three sand volleyball courts
- Available for casual play, group events and league/tournament hosting
- Night lighting allows for evening matches

Sports Simulator Lounge

- High-definition simulator bay (“Swing Suite”)
- Golf, soccer, baseball, football and interactive games
- Accommodates small groups (up to ~7 people)

Yard Games & Social Space

- Cornhole, giant Jenga, shuffleboard and other casual games
- Indoor seating, outdoor patio and walk-up bar

Bar & Food Options

- Full-service bar with cocktails, beer and specialty drinks
- Pizza and snack-style menu available



Milestones and Timelines

- **Early 2023:** Construction announced behind Lowe's in the Tiger Town area
- **Spring 2023:** Tigertown Sports officially opens to the public
- **April 2023:** Hosted first community fundraiser benefiting United Way of Lee County
- **2024-2025:** Expanded event programming, including youth events, social nights and community gatherings



Target Audiences

- Families with children
- College students and young adults
 - on campus organizations
- Local residents seeking casual recreation
- Group events: birthday parties, work outings, team socials
- Visitors to the Auburn–Opelika area



Media Pitch



Subject: Tigertown Sports Celebrates a Record Year of Growth in Opelika

Dear _____ ,

I hope you're doing well. I'm reaching out with a story your audience will find both timely and engaging – the financial success of one of Opelika's fastest-growing local businesses.

Tigertown Sports, Opelika's premier sports bar, has had a standout year, achieving significant growth in revenue and community engagement. Despite a competitive dining and entertainment market, the bar has become a go-to destination for fans and locals alike, thanks to its community-focused atmosphere, extensive menu and dedication to creating memorable experiences.

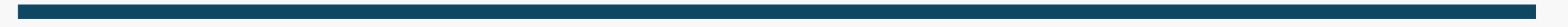
A few highlights from the past year include record revenue growth, game-day and weekend attendance hitting new highs, an expanded menu and community focused events that helped create a positive impact on the local economy. They also have merchandise available for purchase.

Tigertown Sports' success story offers a compelling look at how a locally owned business can thrive in Opelika, Alabama by combining quality service, sports culture and community engagement.

We'd be happy to arrange interviews with the owners, provide photos or b-roll, or offer behind-the-scenes access to showcase this achievement.

Thank you for your time, and we look forward to sharing Tigertown Sports' story with your audience.

Sincerely,
Sydney Ashlock
407-757-6082



PR strategy



News Outlets

1. Opelika- Auburn News

Contact Information:

- Steve Smith – Managing Editor ssmith@alsmg.com
- Troy Turner – Editor/Reporter tturner@oanow.com

- General newsroom email: news@oanow.com
- Tip/press release submission form: <https://oanow.com/tell-us/>

Outlet Description:

The Opelika-Auburn News is the primary daily newspaper for the Auburn–Opelika community. They regularly cover local business, sports, community events and features. They are a great top-priority target for a pitch about a local sports store or sports-related event.

Submission Guidelines:

- Press releases should be sent via email or uploaded through the “Tell Us” submission form.
- They prefer concise releases with dates, locations and information relevant for locals
- Include media contact information and any photos if available.



News Outlets

2. Eagle Eye TV

Contact Information:

- Station Email: eetv@auburn.edu
- News tips page: <https://www.eagleeyeauburn.com/page/contact>

Outlet Description:

Eagle Eye TV is Auburn University's student-run television station. They cover community news, sports, business features and human-interest stories. Because Tigertown Sports is local and appeals to students, families and athletes, Eagle Eye is a great outlet for gaining attention in the student and young-adult demographic.

Submission Guidelines:

- Email is the preferred method for sending press releases and story ideas.
- Provide visuals or opportunities for on-site video as they prioritize video-friendly stories.



News Outlets

3. The Auburn Plainsman

Contact Information:

- General newsroom email: editor@theplainsman.com
- Story tips form: <https://www.theplainsman.com/page/submit-news>

Outlet Description:

The Plainsman is Auburn University's long-standing student newspaper, reaching students, faculty and the broader Auburn community. They frequently report on local businesses, sports communities and Auburn-area events.

Submission Guidelines:

- Submissions should be concise and include who/what/when/where/why.
- They appreciate quotes, background details and media assets.
- The earlier the submission, the easier it is for them to schedule coverage



News Outlets

4. The Observer

Contact Information:

- Michelle Key- Publisher/ Editor Michelle@opelikaobserver.com
 - Advertising
 - sales@opelikaobserver.com
 - Woody@opelikaobserver.com
- editor@opelikaobserver.com

Outlet Description:

The Observer is a weekly community newspaper focused on hyper-local storytelling in Opelika and Auburn. They regularly feature business news, sports stories, and local events— which makes them a strong fit for a community-focused pitch.

Submission Guidelines:

- Accepts press releases by email.
- Prefer stories with a clear community angle.
- Photos and quotes strengthen placement.



News Outlets

5. NewsTalk WANI (AM radio, Auburn/Opelika market)

Contact Information:

- General Station Email: news@newstalkwani.com
- Tip submission page: <https://newstalkwani.com/contact-us/>

Outlet Description:

NewsTalk WANI is a major talk radio station in the Auburn-Opelika market. They cover local news, sports, events and business conversations. Radio is ideal for quick announcements, interviews, or promoting events such as promotions, tournaments, or new store offerings. This will be a perfect way to reach local Opelika residents to share information about Tigertown Sports.

Submission Guidelines:

- Email is the fastest communication for pitches and press releases.
- For interviews or on-air segments, include availability and talking points.
- Keep releases clear and brief, with a strong emphasis on community impact.



Posts



Instagram

Want to rep Tigertown Sports in style? We're giving away a **free drink/gift card/merch item** to one lucky winner! 🙌

To enter:

Like this post

Tag a friend you'd bring to Tigertown Sports

Bonus entry: Share to your Story!

Winner announced soon—good luck!

#TigertownSports #Giveaway #OpelikaAL

#AuburnAL #ShopLocal

TikTok

The next post I would suggest would be highlighting the volleyball court. I would make a TikTok, ideally at sunset, showcasing people playing volleyball and having fun to highlight the amenities. Local businesses have been getting great engagement on TikTok, so this would be a great medium for this.

Sunset + volleyball = the perfect combo 🌅🏐 If you're looking for a place to play, hang out and have a good time, Tigertown Sports has you covered. Grab your friends and come vibe with us! #TigertownSports #Volleyball #AuburnTikTok #Opelika #ThingsToDoAuburn



Instagram and Facebook

Cheers to good times at Tigertown Sports! 🍷🏐

Stop by and enjoy your favorite beer—perfect for game days, weekends or hanging out after a match on the courts.

Who are you grabbing a drink with? 🍷

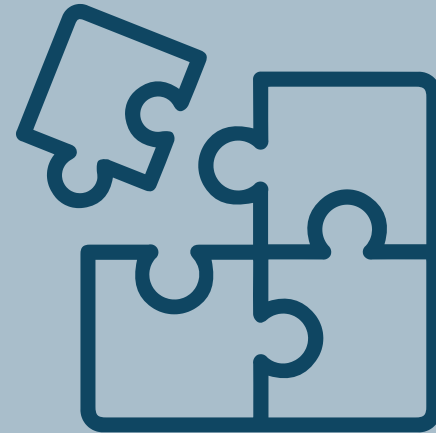
#TigertownSports #AuburnAL #Opelika #DrinkSpecials #LocalEats

Platforms and Explanation



Instagram

I would post a picture we took last time we shot content on site, showcasing merchandise. The picture shows a Tigertown Sports hat and t-shirt. I would love to make this a giveaway post, where people could comment in hopes of winning a free drink or gift card, depending on what Tigertown Sports would want to do. The best social media platform for this post would be Instagram. The best time to post this would be on a Wednesday around noon when people are scrolling on their phones at lunch. This way they can get excited about weekend plans.



TikTok

The next post I would suggest would be highlighting the volleyball court. I would make a TikTok, ideally at sunset, showcasing people playing volleyball and having fun to highlight the amenities. Local businesses have been getting great engagement on TikTok, so this would be a great medium for this. The best time to post this would be in the afternoon so they could see it and make their weekend plans.



Instagram and Facebook

On Instagram and Facebook, I would post a picture of their bar with two beers that we shot last time we went to the venue. We can communicate with Tigertown Sports to see what kind of deal we can promote for the drinks highlighted. Instagram is where people go to look for deals and Facebook is where a lot of older locals who would want these deals would look. I would post this on a Friday at 5 so that they can make Friday night plans or go on the weekend.

TIGERTOWN SPORTS

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
01	02	03	04	05	06	07
08	09	10	11 Giveaway post @12pm	12	13 drink specials post @ 5pm	14
15	16 weekend recap highlight reel @ 5pm	17	18 Volleyball tik tok @12pm	19	20 drink specials post @ 5pm	21
22	23	24	25 mini golf video @12 pm	26	27 beer drink specials post @ 5pm	28
29	30	31				

- Content Type**
- Instagram story
 - Instagram Post
 - Facebook Post
 - TikTok
 - Seasonal Advice
 - Appreciation Post
 - Behind-the-Scenes
 - Engagement Content

Platforms

Instagram TikTok

Platform 3 Facebook



Three Week Social Media Strategy

Week 1

- The giveaway post on Wednesday at noon will get people excited about about the business and give and establish a consistent brand with the logos on the merchandise. During their lunch time scroll they can enter to win.
- Drink specials on Friday @ 5 so people can make any last minute weekend plans

Week 2

- Weekend recap reel will show people what they missed and highlight the community. This will be posted in the middle of the day so people can watch it at lunch
- A reel to show volleyball courts will highlight what the business has to offer for all ages
- Drink specials on Friday @ 5 so people can make any last minute weekend plans

Week 3

- Family- focused video to highlight the mini golf course to be posted in the middle of the day. The goal is to highlight the family friendly aspect of the company.
- Drink specials on Friday @ 5 so people can make any last minute weekend plans
- Ideally each week could follow this plan of highlight at least one amenity a week



AI Usage

Grammar Help Chat GTP

- all major pieces of writing checked for grammar through ChatGTP- capitalization, AP style
- Oxford commas pointed out so I could then remove them

Creative Brainstorming Chat GTP

- needed help brainstorming ideas for the media pitch
- gave me ideas for hashtags for captions

