

Intrapreneurial Business Proposal: Indianapolis Colts

Jonathan Matlock



## Introduction

We, the Indianapolis Colts, are a professional American football team based in Indianapolis, Indiana. This proposal examines our business structure, the NFL industry, and our products and services. By analyzing our organization and industry trends, we can better understand how current business situations will impact future decisions and explore intrapreneurial opportunities that may benefit the team (MOS Editorial Team, 2024).

## Description of the Business Organization

We operate within the National Football League (NFL), one of the world's premier sports leagues. Our organization is structured as a privately owned corporation under the leadership of Jim Irsay, our owner and CEO. Although we are not publicly traded, we adhere to corporate governance standards like those of publicly traded companies (Gaines, 2023).

Our mission statement, found on our website, defines our commitment to both our fans and the Indianapolis community. "Our mission is to entertain and engage our fans, to inspire our community, and to represent the city of Indianapolis with pride and integrity" (Indianapolis Colts, 2024, "Our Mission"). We aim to succeed both on and off the field by positively impacting our community through various programs.

We primarily serve the Business-to-Consumer (B2C) market, engaging directly with our fans. We also engage in the Business-to-Business (B2B) market, developing partnerships and sponsorships with other businesses. Our influence extends beyond Indianapolis as we connect with local, regional, and national audiences through broadcasts, fan engagement, and events (Sports et al., 2023). Although we are based in Indianapolis, our reach is national through NFL broadcasts and international through events that connect us with fans around the world (MOS Editorial Team, 2024).

Founded as a franchise in Baltimore in 1953, the Colts moved to Indianapolis in 1984. Robert Irsay, who bought the team in 1972, helped pave the way for the move to our current home city. Today, his son Jim Irsay leads us with the support of senior management in operations, marketing, finance, and community relations (Indianapolis Colts, 2024). Our leadership structure is streamlined. Our executive team guides our strategies both on and off the field.

### Industry Analysis

The Colts proudly represent the NFL, the flagship organization of the dynamic sports and entertainment world! This league has prospered for years thanks to exciting media partnerships, energetic sponsorships, and always-growing merchandise sales. It is an great time to be involved with this thriving industry! With the increased digital streaming, the league has expanded its audience reach, opening new avenues for growth and engagement (MOS Editorial Team, 2024).

Entering the NFL as a new team is nearly impossible due to the high standards. Also, the leagues has a fixed number of teams and significant startup costs. Additionally, league regulations and the NFL's exclusivity limit new teams' entrance (Sports et al., 2023). As for substitute entertainment options, our fans could follow other sports leagues like the NBA or NHL or opt for other entertainment like streaming services. However, our loyal fan base and the NFL's overall popularity contribute to steady viewership and engagement for our games (Bleacher Report, 2024).

Several industry trends impact our business. The league's \$110 billion media rights agreement with Amazon, CBS, ESPN, FOX, and NBC highlights the NFL's shift toward digital streaming. This shift is vital in attracting a younger, more tech-savvy audience, broadening our global reach (MOS Editorial Team, 2024). The NFL's Global Markets Program is another

significant development. They cover 19 international markets. This allows us to promote Colts football around the world. This will, in turn, strengthen our international fanbase (MOS Editorial Team, 2024). Also, NFL teams are investing heavily in stadium technology to enrich the game-day experience. Projects like the Buffalo Bills' new stadium illustrate these investments. This will provide fans with top-of-the-line amenities, which improve overall engagement (MOS Editorial Team, 2024).

#### Description of the Products/Services Offered by the Business or Organization

We offer a variety of products and services to deepen our connection with fans. Key offerings include live game attendance, media content, merchandise, and fan engagement programs. At our home field, Lucas Oil Stadium, fans can purchase tickets to experience our games live, where they also have access to entertainment, concessions, and team merchandise (Indianapolis Colts, 2024). We also create digital content for TV broadcasts and online platforms, providing fans with highlights, exclusive interviews, and updates (MOS Editorial Team, 2024).

Our significant product line features branded apparel, memorabilia, and accessories that are available online and at the stadium. These items enable fans to show their support and align with our brand (Indianapolis Colts, 2024). Our fan engagement programs are another primary focus, offering youth football camps, fan clubs, and community events that promote wellness and strengthen our connection to fans (Sports et al., 2023).

We prioritize a high-quality fan experience through unique facilities and services at Lucas Oil Stadium. Programs such as "Horseshoe Help" highlight our commitment to positively impacting the Indianapolis community (Indianapolis Colts, 2024). Our social media and digital platforms also keep fans connected no matter where they are, helping us reach fans globally (ESPN, 2024).

In terms of pricing, our products are premium-priced to mirror the high demand associated with the NFL. Our ticket and merchandise prices align with the high quality expected from the NFL brand, positions us as a premium team within the league (Gaines, 2023). This focus on quality and exclusivity fortifies our brand image and the value our fans place on being Colts supporters (Indianapolis Colts, 2024).

## Conclusion

The Indianapolis Colts have a solid reputation and fanbase both locally and nationally. Our organization operates in a stable industry, and we can leverage digital media, fan engagement, and community outreach to maintain a competitive edge. By encouraging intrapreneurial opportunities within our organization, we can continue discovering new ways to enhance our fans' experiences and generate additional revenue, securing our position as a leading team in the NFL (MOS Editorial Team, 2024).

## References:

- Bleacher Report. (2024, November 2). *Indianapolis Colts team news, scores, and updates*. Retrieved from <https://bleacherreport.com/indianapolis-colts>
- ESPN. (2024, October 15). *NFL insights and viewership trends for the Indianapolis Colts*. ESPN NFL Section. Retrieved from <https://www.espn.com/nfl/>
- Gaines, C. (2023, August 9). *Here's how much all 32 NFL teams are worth now, and how they rank against each other*. Forbes. Retrieved from <https://www.forbes.com/nfl-team-valuations>
- Indianapolis Colts. (2024). *About us: Our mission and values*. Indianapolis Colts Official Website. Retrieved from <https://www.colts.com/team/about>
- Indianapolis Star. (2024, September 3). *Latest Indianapolis Colts updates and regional engagement*. Retrieved from <https://www.indystar.com/sports/colts>
- MOS Editorial Team. (2024, September 5). *2024/25 NFL season business preview: Major commercial trends shaping the league*. Ministry of Sport. Retrieved from <https://ministryofsport.com/2024-25-nfl-season-business-preview-major->

commercial-trends-shaping-the-league/#:~:text=NFL%20sponsorship%20revenue%20is%20projected,sports%20betting%20sectors%20driving%20growth

National Football League. (2024). *Indianapolis Colts team profile and league standing*. NFL Official Website. Retrieved from <https://www.nfl.com/teams/indianapolis-colts/>

Sports Business Journal. (n.d.). *Www.sportsbusinessjournal.com*. Retrieved from <https://www.sportsbusinessjournal.com/Daily.aspx>