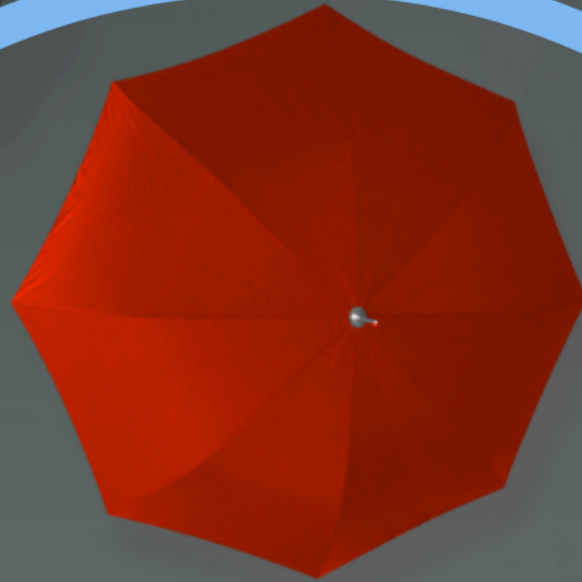


THE CHICAGO BLACKHAWKS GREATEST SPORTS BUSINESS Harvard Case Solution & Analysis



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Situational Analysis

- Rockwell "Rocky" Wirtz- Chairman of Blackhawks
- Needed a way to bring back revenue/fan support to Chicago
- Sought out to establish television deal with Comcast

Qualitative Data

- Rocky hired John McDonough (President of Chicago Cubs)
- Wirtz changed the coaching staff/front office for the '08-09' season
- Sponsors (Diageo PLC)



Quantitative Data

- Fan base dropped from 15,568 to 12,727 ('01-'02 to '06-'07)
- Tickets dropped \$50 to \$34.88 ('03-'04 to '07-'08) Ranking (23rd to 29th)
- Team's value had decreased from \$218 million in 2002 to \$179 million in 2007

Recommendation and Solution

- **Create a unique environment**
- **Establish long term deal with Comcast**
- **Convince potential partners that the Blackhawks represented an attractive marketing opportunity**
- **Attract top athletes**

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