

Abstract

There is no football without community. Football allows individuals to come together to enjoy one of America's favorite pastimes. Our study focuses on aiding the XFL's Houston Roughnecks with a variety of ways to differentiate itself from other long-lasting sports markets.

To accomplish this task, we explored the relationship between the strength/development of a sports community and the success of the Houston Roughnecks. Before conducting our research, we hypothesized that if the Houston Roughnecks participated in community outreach in Houston, they would increase game attendance.

We analyzed how the Houston Roughnecks could effectively market to the Houston community. Our research was guided by secondary research that informed the qualitative and quantitative data we collected. We conducted in-depth individual interviews, a focus group, and a quantitative survey.

After analyzing the data, we found a strong correlation between Texan sports team pride, community outreach, and a successful future for the Houston Roughnecks.