



**37th Annual
National Conference
Denver, CO**

2022 Professional Practices Program

**Creating Partnerships
with Sports Franchises
to Supercharge Voter Education
Messaging and Poll Worker Recruitment
Duval County, Florida**

Submitted by:

Greg Clark

Director of Community Outreach and Events

105 East Monroe Street

Jacksonville, Florida 32202

(904) 742-1277

gaclark@duvalelections.gov

www.duvalelections.gov



GET READY GET SET VOTE

DUVAL COUNTY SUPERVISOR OF ELECTIONS

“A GOOD DAY IN ELECTIONS ADMINISTRATION IS A DAY WE ARE NOT IN THE NEWS”

Does this saying sound familiar to you? Also it is fair to say that too often as election’s professionals we find that we cannot control the timely, and at times, accurate presentation of our messaging. Our social media channels, while necessary, can ‘preach to the choir’ of the already informed. If you think about it, our social media reach is really quite limited. Finally, we are all truly looking for creative partners to help us recruit poll workers.

The Duval County Supervisor of Elections Office, in Jacksonville, Florida, turned to the power of our city’s major sports franchises to supercharge our voter education messaging, poll worker recruitment and reach. Of note, Duval County is home to the NFL’s Jacksonville Jaguars, MILB Triple-A Jacksonville Jumbo Shrimp, ECHL Hockey’s Jacksonville Icemen, and the NAL Arena Football’s Jacksonville Sharks. While your jurisdiction/city may be larger or smaller, you can do the same, even if you have only one professional sports entity.

Therefore, here is our office playbook. It shares how we use the connection between teams and their fanbases to reach the citizens and registered voters of Duval County, Florida. We have branded the phrase “Voter Education Partner” in our community to compliment and describe these powerful sports community organizations.

SPORTS FRANCHISE VOTER EDUCATION PARTNER PROGRAM:

1) **JACKSONVILLE SHARKS** – Our Sports Franchise Voter Education Partner Program started with the Jacksonville Sharks. In 2017 we partnered with the Sharks for our first ever “Football Registers to Vote Night”. At this one-night event we gave away T-shirts and hosted voter registration stations throughout the arena. We also had a voter education zone where fans could vote a fun Jax Sharks ballot from their game-day programs on real tabulators. Families, and more importantly, many children voted a ballot for the first time. We also conducted a Poll Worker Appreciation Night where all poll workers were emailed a limited free ticket offer and a buy-one-ticket get-one-free offer available to all their friends. Our relationship continued throughout the year with a voter registration link on the Jax Sharks website linking to our website at www.duval elections.gov. The Sharks also pushed out our voter education messaging throughout the year each



time we requested it (over 80,000 followers). All great initiatives have a starting point. This was ours.

2) **JACKSONVILLE ICEMEN** – We really hit our stride with this Voter Education Partnership. In 2019, we mirrored our Jax Sharks formula but with our “Hockey Register’s to Vote Night.” we added a few things. During this game, the Jacksonville Icemen players wore custom Hockey Registers to Vote Jerseys. These jerseys were auctioned off after the game and over \$30,000 was raised for the Jacksonville Icemen Foundation. Simultaneous to offering fans a faux Icemen Ballot, we conducted online fan voting with the same topics in advance of game day. Over 8,000 fans voted on-line and in-game combined. Thirteen billboards carried our “Hockey Registers to Vote” message throughout the city, as well as a heavy social media push out by the Icemen.



- This partnership had a major enhancement as the Icemen offered their fans a chance to be poll workers. Icemen fans who signed up, had an opportunity to donate their poll worker pay to the Icemen Foundation and the Icemen would give in return a Fan Experience Package worth well more than their poll worker pay. In 2022, we made a special dedicated push to recruit new deputies and the Icemen’s owner recorded a special video with us.
- We appeared on the Icemen Pocket Schedules for the first time with voter registration deadline and Election Day highlights on these pocket schedules (100,000-plus distributed)
- Social Media Messaging was pushed out throughout the season on our behalf when we needed it. The Icemen have over 80,000 “friends” who see messaging immediately when pushed out.
- In 2021 we added a first-of-its-kind Voter Education Message Platform. We became the Presenting Sponsor of the National Anthem each game. This had never been done in the East Coast Hockey League (ECHL) and perhaps never in sports. As part of our mention as the Presenter of the National Anthem, a timely voter education message was read each game by the arena announcer. A video, recorded by the Icemen’s President also played in game, reinforcing the same timely voter education message.

3) **JACKSONVILLE JUMBO SHRIMP** – Our baseball partnership learns from but also mirrors our hockey partnership in many ways. In 2022 we are the 1st time Presenter of the National Anthem each game all season. Management also plays a recorded video Voter Education message that reinforces the Voter Education message that’s read after the National Anthem. Ribbon board signage also reinforces the same message.

- For the first time in 2022, we are on 200,000 pocket schedules with voter registration and election date highlights.



- Back in 2021 we conducted our offices’ first-ever Polling Precinct Appreciation Night where a limited free ticket offer was made to all our polling precinct facilities. They also had a buy-one get-one free ticket offer they could forward to anyone. Additionally the churches that make up approximately 120 of our 199 polling precincts could forward the ticket offer to all their members.

4) **JACKSONVILLE JAGUARS** – the NFL’s Jacksonville Jaguars are very supportive of our office messaging. When asked they will push out timely voter education messages.

- In 2020 they donated and paid for set up and traffic personnel for a drive-through Vote-By-Mail Drop-Off Tent at TIAA Bank Field in downtown Jacksonville. This was well-received by the public and reported on in a positive light by all local media outlets.



COSTS and BENEFITS – Our office believes investing to support our Sports Voter Education Partner Program is money well spent. We feel we receive at least a five to one multiplier in return on our investment. As an elections office we often have the privilege of receiving free advertising. Yet, if we took only that approach, we would receive only a fraction of the financial benefit and community messaging. *“Invest in them and they’ll invest in us”* is our motto. As example the cost of our current investment with Jacksonville Jumbo Shrimp for a full 75 home game season with an average attendance of 5,000 per game (375,000 season) is \$7,000. Additionally we receive ticket vouchers for poll workers and for those associated with polling precincts facilities to use throughout the season. The Jacksonville Jumbo Shrimp will also assist us with an enhanced benefit poll worker recruitment program as will the Jacksonville Sharks and Icemen. When we push out voter education messaging via social media with the Sharks, Icemen and Jumbo Shrimp we immediately connect with 258,000 fans combined. Add in the Jacksonville Jaguars and we can reach 1,000,000 plus. In 2022 through our enhanced benefit poll worker recruitment program we hope to recruit 100, diverse, digitally skilled, customer oriented poll workers. Our sports franchise voter education partnerships provide our office and our messaging

vast, diverse, cost effective and memorable exposure to the public that cannot be found via other media.

“The ECHL is known for creativity. Our Jacksonville Icemen have been excited to serve as a Voter Education Partner with the Duval County Supervisor of Elections Office. Our partnership now in its 5th year lends us effective and creative community wide opportunities to connect with and grow our fan base. As an organization dedicated to serve a greater community good helping the Duval County Supervisor of Election’s office promote Voter Education Messaging only make sense.”

Scott Einhorn

Chief Revenue Officer/Executive V.P. Jacksonville Icemen
Proud Partner of New York Rangers (NHL) &
Hartford Wolf Pack (AHL)

“In Minor League Baseball we take pride in cutting edge promotions as well as being valued members of our communities. In the Duval County Supervisor of Elections Office we have partnered with an organization that is very likeminded. The Jacksonville Jumbo Shrimp organization is privileged to serve as one of their Community Voter Education Partners finding creative and effective ways to promote voter education messaging throughout Duval County Jacksonville Florida.”

Noel Blaha

Vice President Marketing & Media
Jacksonville Jumbo Shrimp
Triple-A affiliate of the Miami Marlins

“As an Executive Director, I am constantly searching for “Best Practices” from other election jurisdictions from around the country. I first learned of Duval County, Florida’s “Sports Voter Education Program” while attending CERA classes in Denver, Colorado from Greg Clark. Greg was instrumental in explaining how their program works, and he walked me through how I could also implement a similar program in Charleston County, South Carolina. We followed their lead by partnering with our own ECHL’s South Carolina Stingrays, and I have already seen success with this program. Creativity is the lifeblood of innovation. You know it when you see it and this hits all the marks.”

Isaac Cramer

Executive Director of the Charleston County Board of
Elections and Voter Registration

As P.T. Barnum said ...

“Without promotion, something terrible happens ... nothing!”

**SUPERCHARGE YOUR VOTER EDUCATION
MESSAGING AND POLL WORKER RECRUITMENT
BY CREATING VOTER EDUCATION PARTNERSHIPS
WITH YOUR LOCAL SPORTS FRANCHISES TODAY.**

HOCKEY REGISTERS TO VOTE!



VS



FEBRUARY 9TH

GAME AT 7:00 PM



GET READY

GET SET


VOTE

DUVAL COUNTY SUPERVISOR OF ELECTIONS

13 billboards posted around town for "Hockey Registers to Vote Night". Value received, \$8,000.00



Register to Vote Jerseys worn in game and auctioned off post game - raised \$30,000 for Icemen Foundation.



SERVE & EARN

AS A DUVAL COUNTY POLL WORKER

Your Duval County Supervisor of Elections Office is looking for qualified registered voters to serve and earn by working as poll workers for the upcoming November 3, 2020 General Election. Volunteer and earn some cool Icemen benefits!

POLL WORKER REQUIREMENTS

You must:

- Be a citizen of the United States and registered to vote in Duval County
- Have your own transportation
- Be comfortable working with a computer and maintain a personal email address
- Be able to speak, read and write the English language
- Be able to start work at 6:00 am and work 14 or more hours on Election Day
- Be willing to work at any precinct in Duval County
- Must be able to attend one poll worker training class offered on October 12 or October 13 from 5-9 p.m.

Deadline to sign-up is


OCTOBER 7

ELECTION DAY BENEFITS*

Volunteer your time and agree to donate your \$225 poll worker compensation, and receive the following Icemen benefits, a value of \$750:


- \$150 Icemen merchandise card
- Ride on the Zamboni for you and one (1) guest
- Two (2) suite tickets for a game of your choice
- Watch a period in the Icemen Atlantic Self Storage Fan Penalty Box for 2

*Limited to the first 100 people



For more info & to sign up, visit jaxicemen.com/polls



Jacksonville Icemen Enhanced Benefit Poll Worker Recruitment Program - recruited 38 quality poll workers.



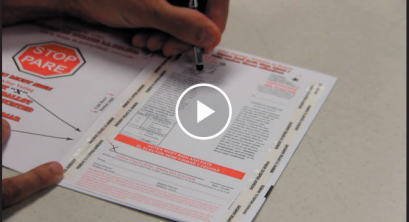
Jacksonville Icemen
Oct 1

As a Proud Voter Education Partner of the Duval County Supervisor of Elections Office, we would like to share this important new Vote-By-Mail instructional video recently produced and just released! Remember Monday, October 5 is the last day to register to vote for the November 3, 2020 General Election.

-

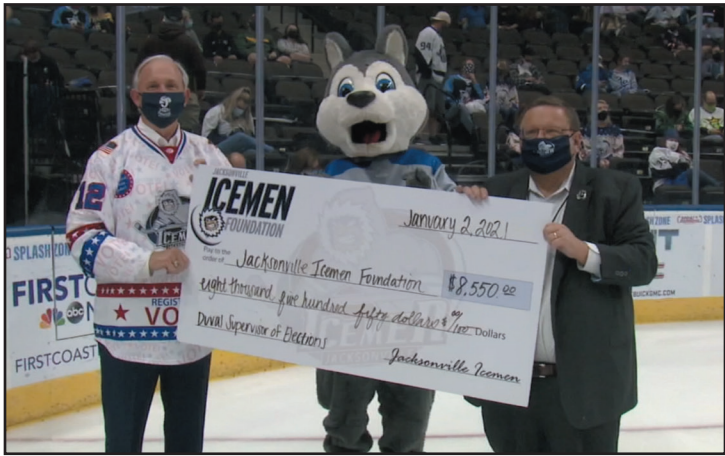
Have further questions?
 | (904) 630-1414
 | Duvalelections.com

[Show Less](#)




Like
 Comment
 Share

Jacksonville Icemen Social Media Posts Multi Platform Reach 80,000 plus




\$8,550.00 donation to Icemen Foundation via Icemen Enhanced Benefit Poll Worker Recruitment Program. Donation presented on ice by Duval County Supervisor of Elections, Mike Hogan.



VOTER APPRECIATION NIGHT

June 17, 2017



• TO VOTE, COMPLETELY FILL IN THE OVAL NEXT TO YOUR CHOICE.
 • Use only black pen.
 • If you make a mistake, don't hesitate to ask for a new ballot. If you erase or make other marks, your vote may not count.


	What is your favorite Sharks theme night? (Vote for One)
	<input type="radio"/> Pirate <input type="radio"/> Star Wars <input type="radio"/> Redneck
	Do you like the new Deuce kick off rule? (Vote for One)
	<input type="radio"/> Yes <input type="radio"/> No
	What is your favorite on field promo? (Vote for One)
	<input type="radio"/> Papa Johns - Dance for your dinner <input type="radio"/> Aarons - Match game <input type="radio"/> Darley's - Trivia
	What is your favorite method for voting? (Vote for One)
	<input type="radio"/> Vote-By-Mail <input type="radio"/> Early Voting <input type="radio"/> Election Day

WE ASK THAT MARKED BALLOTS BE VOTED BY THE END OF HALFTIME.

You can insert them into our vote tabulators stationed in our voter appreciation area located at the top of the escalator to the right on the main concourse. They may also be dropped off at our collection boxes at our two voter registration tables located just outside the arena club entrance and at the Section 100 entrance on the main concourse.

Football Registers to Vote Night game ballot.

Jacksonville Sharks Jumbotron in game messaging.



Oct. 20, 2020

JAGUARS PARTNER WITH DUVAL COUNTY SUPERVISOR OF ELECTIONS TO CREATE BALLOT DROP BOX AT TIAA BANK FIELD

Duval County voters can return vote-by-mail ballots at Lot J from Oct. 26 – Nov. 1

JACKSONVILLE, Fla. – The Jacksonville Jaguars and the Duval County Supervisor of Elections Office today announced a partnership that will establish a secure vote-by-mail ballot drop box in Lot J at TIAA Bank Field for the final week of Florida’s early voting window. Duval County voters can take advantage of the drop site from 7 a.m. – 7 p.m. beginning Monday, Oct. 26 through Sunday, Nov. 1. The ballot drop box continues the Jaguars’ season-long “Get in the Game” campaign to encourage civic engagement through voting.

“We are excited to offer this service to our voters,” said Duval County Supervisor of Elections Mike Hogan. “We are extremely proud of our partnership with the Jaguars family. They truly have gone the extra mile to make this opportunity successful.”

To date, the Duval County Supervisor of Elections Office has received 179,049 requests for vote-by-mail ballots compared to 105,478 from the entire 2016 general election. The deadline to request a vote-by-mail ballot to be mailed to registered voters in Duval County is Saturday October 24. They can be requested online at www.duvalelections.com or by calling 904-630-1414. Voters can also pick up a vote-by-mail ballot at 105 East Monroe St. through Election Day. All mail ballots must be returned and in the office by 7 p.m. on November 3. Mail Ballots can be returned by USPS mail, delivered to the Supervisor of Election’s Office or delivered to any of the 20 early voting site vote-by-mail drop boxes as well as the Lot J site. The Lot J ballot drop box will be open from 7 a.m. – 7 p.m. daily and staffed by poll workers. Voters can simply drive up, roll down their window and insert their ballot into the secure drop box.

“Our players, coaches and staff have dedicated themselves this season to learning about the critical significance of suffrage and the voting process in our country and region, and believe in the importance of ensuring everyone has an opportunity to have their voice heard whether that’s at the poll or by mail,” said **Julian Duncan**, Jaguars chief marketing officer and senior vice president of social responsibility and impact. “Given the unique challenges confronting us all in 2020 as a result of COVID-19, we’re proud to support the Supervisor of Elections in making this drive through option at TIAA Bank Field available to Duval County voters for the final week of early voting.”

The Jaguars launched the “Get in the Game” campaign in early September with a public service announcement by players and coaches, including Head Coach **Doug Marrone** and QB **Gardner Minshew II**, encouraging voter registration. The team has committed to regular updates for fans on voting deadlines and activations via social media, on game day, through grassroots activities and local and national partnerships. Many Jaguars front office employees have received poll worker training and will work at precincts on Election Day on Nov. 3. Employees have the opportunity to donate payment, which will be matched by the Jaguars, for services to the Jaguars Foundation to support future community outreach programs. In addition, the team has committed to giving employees necessary flexibility to head to the polls during the election cycle to ensure their voice is heard. For more information on the “Get in the Game” campaign, visit www.jaguars.com/vote.

Media contacts
 Amanda Holt, Jacksonville Jaguars // holtaf@nfl.jaguars.com, (904) 633-6509

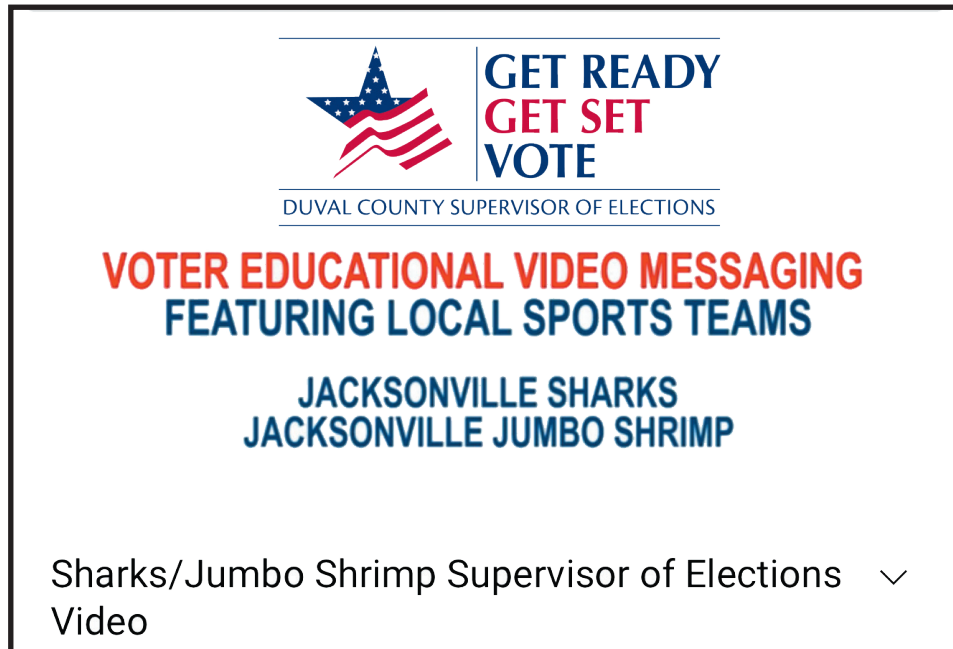
Jacksonville Jaguars Press Release promoting vote-by-mail drive through drop box tent partnership. Over 1,000,000 social media views.

Voter Education messaging videos with Jacksonville Sharks, Icemen, and the Jumbo Shrimp.

Click on the links below to view Voter Education Messaging videos.



<https://youtu.be/dP-IVfDYJo4>



<https://youtu.be/VjbgdttivUs>