

TO: Bim Angst
FROM: Rob Sakovich
DATE: July 28, 2008
SUBJECT: Rhetorical Analysis of Project 5: The Business Letter Packet

The purpose of this memo is to explain the rhetorical situation in which my letters were crafted and the various strategies that I employed within them. All of the letters were written based on the same overarching situation – that I am the vice president at Harmon, Impink, & Tsupros Marketing, a small but rapidly growing sports marketing firm that deals with many different professional sports teams in the Mid-Atlantic region.

Sales Letter

At the beginning of the packet, you will find an unsolicited sales letter intended for the Director of Marketing with the Pittsburgh Steelers, Mr. Tony Quatrini. In the letter, I attempt to persuade him to contact me about beginning a new pre-game promotion in which free cans of Vault Energy Drink will be distributed to patrons of Steelers games upon arrival at Heinz Field gates.

I tried to stress three things in the letter:

1. We have had many good experiences with the Vault Energy Drink Giveaway, and it can be noticeably profitable for the venue involved.
2. The promotion will be conducted without any help from Mr. Quatrini or his staff, thus alleviating some stress from his stressful job.
3. There will be a noticeable difference in patron satisfaction and energy.

In addition, I made an attempt at some subtle persuasion when I repeatedly used the word “energy” and when I mentioned “high-intensity marketing” – an expression which harkens to the phrase “high-intensity training”, which many sport fanatics would recognize.

Fundraising Letter

Following the sales letter is the fundraising letter, which is based on a scenario in which HIT Marketing is responsible for organizing a large social benefit event for the Pittsburgh Steelers and United Way of Allegheny County. The fictional event is known as the “Pittsburgh Steelers Pig & Player Roast”. A minimum donation of \$100 is required of each guest.

To attract the various people that this letter would be sent to, I utilized the star power of the Steelers, the good faith message of the United Way, and the alluring quality of humor. While I never made any jokes myself, I stressed the roast portion of the evening. Also, I made brief mention in the final paragraph that many important people from the community would be there, so it would be a great opportunity for networking.

Bad News Letter

In the bad news letter that follows the fundraising letter, I decided to write a rejection letter that followed an imaginary interview with a talented marketing businessperson, Mr. Joseph Klass. The letter is intended to leave Mr. Klass with a somewhat positive view of the firm

despite his rejection; to summarize the situation, we liked him and would consider hiring him if he had experience in sports marketing in particular, but he does not.

Since he met most but not all of the qualifications we required, I tried to focus on the positives (such as our belief that he is a talented and productive marketing worker) and only briefly mention the negative (that he could not be hired because he had never worked in sports marketing before). I then ended the note with a genuine wish of good luck in his career search, which is meant to establish further goodwill.

Thank You Letter

The final letter you will find in the packet is a thank you letter intended for an old customer of the fictional HIT Marketing – the Washington Wild Things. The letter opens by expressing our gratitude for their years of commitment to us and by showing our commitment to their organization. It then briefly mentions that we are undertaking a new project in which we will devise an advertising strategy that is better geared toward their new target audience, as identified by the survey that we helped them to conduct.

But the most important part of this letter is the paragraph in which I discuss how we will be adding two new employees to their account, which in essence displays our gratitude for their continued commitment to us. Following that paragraph, I invite the recipient of the letter, Mr. John Swiatek, to ask me for the contact information of the new employees as well as some details about the new advertising strategy so far. It is doubtful that he needs this information now, but I make it known that it is available.

I hope you find these letters to be clear, concise, and well-written. Any advice concerning any of the content of the business letter packet can be sent to me at rms5158@psu.edu. Thank you.

Rob Sakovich



Harmon, Impink, & Tsupros

2192 THE CIRCLE
WASHINGTON, PA 15301
PHONE: (724) 222-2222
FAX: (724) 222-2223

July 28, 2008

Mr. Tony Quatrini, Director of Marketing
Pittsburgh Steelers
100 Art Rooney Avenue
Pittsburgh, PA 15212

Dear Mr. Quatrini:

How would you like to engage in high-intensity marketing at Heinz Field that will result in a considerable return on investment, energize your home crowd, and prompt no stress within your organization?

HIT Marketing's Vault Energy Drink Giveaway has proven to offer just such results in many venues. In fact, we can guarantee that the program will lead to a boost in patron satisfaction with no cost to and little commitment from the Steelers. Here's how it works:

1. HIT Marketing purchases an exclusive soliciting permit for the immediate area surrounding the gates
2. We rent a series of 30-sheet billboard advertisements to display on the exterior walls of Heinz Field
3. Coca-Cola provides Vault trucks and employees to disperse free samples of Vault Energy Drink to patrons at all gates prior to every home game

Why would we want to do this? HIT Marketing and Coca-Cola realize that the Pittsburgh Steelers are the staple sports organization of western Pennsylvania, and that you provide valuable entertainment and hope to millions in the tri-state area. We would like to be a part of that achievement in our community, and we would like to help you continue to grow and prosper.

If you would like more information regarding this great promotional opportunity or HIT Marketing, please contact me at rms@hit.org.

Best wishes,

A handwritten signature in black ink that reads 'Robert M. Sakovich'.

Robert M. Sakovich
Vice President
HIT Marketing



Harmon, Impink, & Tsupros

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July 28, 2008

Mr. Joseph Ireland, President
Springfield Hydrocarbons
992 Atlas Drive
Pittsburgh, PA 15212

Dear Mr. Ireland:

HIT Marketing, the United Way of Allegheny County, and the Pittsburgh Steelers would like to invite you to the 3rd annual Pittsburgh Steelers Pig & Player Roast.

The roast will deliver an unforgettable evening of food and laughter as we celebrate another successful football season with a picnic-style pig dinner and the comedic stylings of some of the area's top performers. This year, the roastee will be Hines Ward, one of many current and former Steelers players who will be in attendance. Other players include Ben Roethlisberger, Jerome Bettis, Franco Harris, and Louis Lipps.

To attend, a minimum donation of \$100 per person is required. Discounted group rates are available. Proceeds will benefit the United Way of Allegheny County's Impact Fund, which has provided millions of dollars for investment in innovative community medical care solutions.

Many of the area's community leaders will be in attendance – this is a great opportunity to catch up with old friends and make new ones. We hope that you can join us.

Yours in good humor,

A handwritten signature in black ink that reads 'Robert M. Sakovich'.

Robert M. Sakovich
Vice President
HIT Marketing



Harmon, Impink, & Tsupros

2192 THE CIRCLE
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July 28, 2008

Mr. Joseph Klass
123 Passover Lane
Pittsburgh, PA 15212

Dear Mr. Klass:

Thank you for your interest in becoming a part of HIT Marketing. Ms. Tsupros and I were thoroughly impressed by your experience, attitude, and demeanor. However, it is with sincere regret that I must inform you that the particular account manager position that you applied for has been filled.

At HIT Marketing, we pride ourselves on being courteous, cooperative, and productive – qualities which our clients have come to expect from us. While we believe that you exemplify all of the above criteria, our clients also expect our staff to have extensive prior experience in sports marketing. Thus, your qualifications, while impressive, do not match our current needs.

We wish you the best of luck in your career search.

Sincerely,

A handwritten signature in black ink that reads 'Robert M. Sakovich'.

Robert M. Sakovich
Vice President
HIT Marketing



Harmon, Impink, & Tsupros

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WASHINGTON, PA 15301
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July 28, 2008

Mr. John M. Swiatek, President
Washington Wild Things
1 Washington Federal Way
Washington, PA 15301

Dear Mr. Swiatek:

HIT Marketing is proud to be the sole provider of advertising and promotional consultation to the Washington Wild Things professional baseball team. Because we value our continued business relationship and the success of the Wild Things, we have decided to undertake the development of a fresh series of advertisements that will be more appealing to the target audiences that the results of our joint annual survey have identified.

In addition, we will be assigning two new employees who are well-versed in baseball marketing to your account in order to meet the needs of your growing organization. We are sure that the addition of these two new employees will further enhance your satisfaction with our partnership.

If you are interested, you may request a detailed review of the specifications for the new advertising strategy as well as contact information for the new employees by e-mailing me at rms@hit.org.

Sincerely yours,

A handwritten signature in black ink that reads 'Robert M. Sakovich'.

Robert M. Sakovich
Vice President
HIT Marketing