



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Product/Service Management

SPORTS AND ENTERTAINMENT MARKETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

1. Develop strategies to position corporate brand.
2. Use co-branding strategies.
3. Build corporate brands.
4. Assign work to external partners.
5. Explain the types of promotion.

CASE STUDY SITUATION

You are the director of corporate affairs and director of marketing for the LAKELAND SAILORS, a Major League Baseball team. The team won the World Series in 2015 after thirty years of barely making the playoffs. The team has seen a resurgence in team pride and attendance. This has also led to several new corporate sponsors.

Since the winning season, the LAKELAND SAILORS have become the number one MLB team on social media, with the most local followers. The team has seen an increase of 10% on Facebook, 22% on Instagram and 24% on Twitter. In 2016, over 2,500,000 people attended a LAKELAND SAILORS home game, the highest number in the league.

In 2015, a local restaurant, HAPPY KITCHEN, became a corporate sponsor and signed a deal making it the “official restaurant of the LAKELAND SAILORS.” HAPPY KITCHEN has five locations in the area and boasts gourmet food in a laid-back setting. In honor of the sponsorship, HAPPY KITCHEN opened kiosks in the LAKELAND SAILORS’ stadium parking lot, serving up appetizers to tailgaters before games.

HAPPY KITCHEN is ready to renew their sponsorship for the upcoming season, but wants to add to the contract a method to garner more social media traffic for the restaurant. HAPPY KITCHEN has asked your team to develop a sweepstakes involving the LAKELAND SAILORS and HAPPY KITCHEN that will result in lots of LAKELAND SAILORS’ fans submitting entries. HAPPY KITCHEN wants all LAKELAND SAILORS’ fans to engage with HAPPY KITCHEN on its social media platforms: Facebook, Instagram and Twitter.

YOUR CHALLENGE

You have been asked by the owner of HAPPY KITCHEN to design a sweepstakes that will result in more social media traffic for the restaurant. The owner of HAPPY KITCHEN also wants you to determine how the sweepstakes will be promoted to LAKELAND SAILORS’ fans, inside and outside of the stadium.

The owner of HAPPY KITCHEN will decide on continued corporate sponsorship based on your sweepstakes proposal.

You will discuss your recommendations with the owner in a meeting to take place in the owner’s office. Additional executives from the restaurant may accompany the owner.

You will receive 2-3 questions from the judge pertaining to the case situation.



**SPORTS AND ENTERTAINMENT MARKETING,
2018**

Participant: _____

JUDGE'S EVALUATION FORM
State/Provincial Event 1

I.D. Number: _____

INSTRUCTIONAL AREA
Product/Service Management

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Develop strategies to position corporate brand?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Use co-branding strategies?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Build corporate brands?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Assign work to external partners?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain the types of promotion?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						