

Name: _____

Lesson 3.2/Lesson 3.3/Lesson 3.5



Class Period: _____

Unit 3: Impact of COVID-19

In this lesson, you will learn to:

- How has the spread of the disease has impacted the sports and entertainment industry
- Understand the concept of revenue and learn how the industry generates revenue
- Recognize the fallout from postponing events like March Madness and the Summer Olympics in Tokyo
- Understand the overall concept of economic impact as it relates to the business of sports and entertainment

RESOURCES	QUESTIONS
<p>1 Discussion Prompts</p> <p>Discuss these questions with your classmates or with a partner.</p>	<p><i>Estimated time: 5 mins</i></p> <ol style="list-style-type: none"> 1. What is revenue? 2. How do sports and entertainment companies generate revenue? 3. Why is revenue important for sports and entertainment industry companies?
<p>EXPANDED DISCUSSION</p> <p>2 COVID-19-IMPACT-BTN PPT</p> <p>To help examine the impact of the virus on the global economy and the sports & entertainment industry, open the “by the numbers” Powerpoint.</p>	<p><i>Estimated time: 90 mins</i></p> <ol style="list-style-type: none"> 1. What is sponsorship? 2. Why is sponsorship important to the Olympic Games? 3. What is economic impact? 4. How will postponing the Summer Games impact the city of Tokyo? How does it affect sponsors? Its advertisers and broadcast partners? 5. In what ways is the NBA impacted by the postponement of its regular season? 6. Identify how the cancellation of March Madness has severe economic consequences for the NCAA. How does it impact D1 schools? Athletic Conferences? Host cities? 7. Consider the impact of COVID-19 and how it as affected the U.S. Sports Leagues (NBA, NHL, NFL, MLB, NCAA, MiLB, PGA, LPGA). Also, how the spread of this disease has impacted the Entertainment industry (Movie Theaters, Concerts, Broadway Shows, Theme Parks, Streaming Netflix, Amazon Prime, etc). <ol style="list-style-type: none"> a. What is the difference between direct and indirect effects as it relates to the economic impact?

<p>STUDENT ACTIVITY</p> <p>COVID-19 AND MiLB</p> <p>3 Coronavirus Pandemic Creates 'Disaster Situation' For Some MiLB Teams</p>	<p><i>Estimated time: 20 mins</i></p> <ol style="list-style-type: none"> 1. Some Minor League Baseball teams might not survive the crisis. Why?
<p>4 CHECK COMPREHENSION</p>	<p><i>Estimated time: 15 mins</i></p> <ol style="list-style-type: none"> 1. What is revenue and why is it important in the sports and entertainment industry? 2. Identify ways that sports and entertainment companies generate revenue: <ol style="list-style-type: none"> a. b. c. 3. What is sponsorship and why is it so important to Sport and Entertainment companies? 4. TRUE OR FALSE: Professional sports teams do not rely on ticket sales as a major revenue stream. 5. List 3 major revenue generators in the entertainment industry. <ol style="list-style-type: none"> 1. 2. 3. 6. What is economic impact and how can sports and entertainment events impact a local economy?