

Name: \_\_\_\_\_

Lesson 3.2, Lesson 7.6, Lesson 11.2



Class Period: \_\_\_\_\_

## Sports Career Consulting Student Packet – MiLB in Crisis

### In this lesson, you will learn to:

- Understand the general financial structure of a pro sports franchise
- Explain the concept of revenue streams and why they are important to an organization
- Understand how professional sports teams generate revenue
- Recognize how the COVID-19 health crisis has impacted the business of minor league sports
- Differentiate between publicity, public relations, media relations and community relations
- Define promotion
- Understand the concept of fan engagement

RESOURCES	QUESTIONS
<p><b>1</b> <a href="#">Discussion Prompts</a></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"> <li>1. What is revenue?</li> <li>2. How do sports teams generate revenue?</li> <li>3. Why are ticket sales so vital to the financial health of a minor league baseball franchise?</li> </ol>
<p>STUDENT ACTIVITY</p> <p><b>2</b></p> <p><a href="#">MiLB in Crisis-PPT</a></p> <p>To help examine the impact of the virus on Minor League Baseball, open the above PowerPoint.</p>	<p><i>Estimated time: 20 mins</i></p> <ol style="list-style-type: none"> <li>1. What are public relations?</li> <li>2. What are community relations?</li> <li>3. Why are community relations programs important to minor league baseball teams?</li> <li>4. What can teams do during the health crisis to help support the community?</li> </ol>
<p>EXPANDED STUDENT ACTIVITY</p> <p><b>3</b></p>	<p><i>Estimated time: 20 mins</i></p> <ol style="list-style-type: none"> <li>1. What is fan engagement?</li> <li>2. Some Minor League Baseball teams might not survive the crisis. Why?</li> <li>3. What do you think teams can do during a health crisis to try to generate revenue and engage their fan base despite uncertainty surrounding the season?</li> </ol>

	<ol style="list-style-type: none"> <li>4. What is promotion?</li> <li>5. Can minor league baseball teams engage in promotional activity despite the uncertainty surrounding the season? Provide an example to support your answer.</li> </ol>
<p>CHECK COMPREHENSION</p> <p><b>4</b></p>	<p style="text-align: right;"><i>Estimated time: 15 mins</i></p> <ol style="list-style-type: none"> <li>1. What is revenue and why is it important in the sports and entertainment industry?</li> <li>2. Identify at least four different ways that a pro sports team traditionally generates revenue:             <ol style="list-style-type: none"> <li>a.</li> <li>b.</li> <li>c.</li> <li>d.</li> </ol> </li> <li>3. List the five ways community relations programs are implemented.             <ol style="list-style-type: none"> <li>a.</li> <li>b.</li> <li>c.</li> <li>d.</li> <li>e.</li> </ol> </li> <li>4. TRUE OR FALSE: Professional sports teams do not rely on ticket sales as a major revenue stream.</li> <li>5. What is one example of how a minor league baseball team might engage fans through the current health crisis?</li> </ol>
<p>PROJECT CONSIDERATION</p> <p><b>5</b></p>	<p>Develop a marketing plan as if you were a marketer for a Minor League Baseball team during the COVID-19 health crisis during quarantine. Your plan should detail a strategy to address each of the following:</p> <ul style="list-style-type: none"> <li>• Come up with an idea for at least one new revenue stream</li> <li>• Develop a community relations plan (and how details relating to how your initiative will be communicated to the public)</li> <li>• Establish a fan engagement strategy</li> <li>• Create at least one promotion to get fans excited about the team during quarantine</li> </ul>