



Sports Career Consulting Teacher Lesson Plan Guide – 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 |
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| <p>1 <u>Discussion Prompts</u> Discuss these questions with your classmates or with a partner.</p> | <p><i>Estimated time: 5 mins</i></p> <p>STUDENT ANSWERS WILL VARY</p> <ol style="list-style-type: none"> 1. What is revenue? <i>The means for an organization’s cash inflow, typically as a result of the sale of company products or services</i> 2. How do professional sports teams traditionally generate revenue? <ul style="list-style-type: none"> • <i>Ticket sales</i> • <i>Sponsorships</i> • <i>Licensing and Merchandise</i> • <i>Concessions</i> • <i>Luxury Suites</i> • <i>Club/VIP/Premium Seating</i> • <i>Parking</i> • <i>Broadcast/media rights</i> 3. Why are ticket sales so vital to the financial health of a minor league baseball franchise? <i>Ticket sales are the lifeblood of most sports franchises. They represent the financial backbone for almost every sports team within the industry. Sales from tickets and club seats can account for more than half of a typical franchise’s local revenue in all four major sports leagues, ranging as high as 80 percent for some teams.</i> |
| <p>STUDENT ACTIVITY</p> <p>2</p> <p><u>MiLB in Crisis-PPT</u></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> <p>STUDENT ANSWERS WILL VARY</p> <ol style="list-style-type: none"> 1. What are public relations? <i>Activities that promote the image and communications an organization has with its employees, customers and public.</i> 2. What are community relations? <i>Activities that focus on an individual or organization’s commitment to bettering their respective community.</i> |

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| | <p>3. Why are community relations programs important to minor league baseball teams?</p> <p><i>Community relations programs are important because they help in achieving an organization's public relations objectives related to enhancing public understanding, gaining public approval and acceptance, ultimately leading to public support</i></p> <p>4. What can teams do during the health crisis to help support the community?</p> <p><i>STUDENT ANSWERS WILL VARY</i></p> |
| <p>EXPANDED STUDENT ACTIVITY</p> <p>3</p> | <p style="text-align: right;"><i>Estimated time: 20 mins</i></p> <p><i>STUDENT ANSWERS WILL VARY</i></p> <p>1. What is fan engagement?</p> <p><i>A long-term relationship management strategy focused on interactions between fan (consumer) and sports property which helps strengthen the connection between the two parties and bolster levels of brand loyalty</i></p> <p>2. Some Minor League Baseball teams might not survive the crisis. Why?</p> <p><i>STUDENT ANSWERS WILL VARY</i></p> <p>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?</p> <p><i>STUDENT ANSWERS WILL VARY</i></p> <p>4. What is promotion?</p> <p><i>Any form of communication used to inform, persuade, or remind people about company products or services</i></p> <p>5. Can minor league baseball teams engage in promotional activity despite the uncertainty surrounding the season? Provide an example to support your answer.</p> <p><i>Yes, team's promotional activity plays a significant role in the creation and maintenance of the levels of commitment and emotional involvement customers have in an organization.</i></p> |
| <p>CHECK COMPREHENSION</p> <p>4</p> | <p style="text-align: right;"><i>Estimated time: 15 mins</i></p> <p>1. What is revenue and why is it important in the sports and entertainment industry?</p> <p><i>The means for an organization's cash inflow, typically as a result of the sale of company products or services</i></p> <p>2. How do professional sports teams traditionally generate revenue?</p> <ul style="list-style-type: none"> • <i>Ticket sales</i> • <i>Sponsorships</i> • <i>Licensing and Merchandise</i> • <i>Concessions</i> • <i>Luxury Suites</i> • <i>Club/VIP/Premium Seating</i> • <i>Parking</i> • <i>Broadcast/media rights</i> |

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| | <p>3. List the five ways community relations programs are implemented. <i>Community relations programs are implemented in one of five ways:</i></p> <ol style="list-style-type: none"> <i>a. Player or celebrity initiated</i> <i>b. Team or organization initiated</i> <i>c. League or governing body initiated</i> <i>d. Community initiated</i> <i>e. Brand initiated</i> <p>4. TRUE OR FALSE: Professional sports teams do not rely on ticket sales as a major revenue stream.</p> <p>5. What is one example of how a minor league baseball team might engage fans through the current health crisis? <i>STUDENT ANSWERS WILL VARY</i></p> |
| <p>PROJECT CONSIDERATION</p> <p>5</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"> • Come up with an idea for at least one new revenue stream • Develop a community relations plan (and how details relating to how your initiative will be communicated to the public) • Establish a fan engagement strategy • Create at least one promotion to get fans excited about the team during quarantine <p><i>STUDENT ANSWERS WILL VARY</i></p> |