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### Name: \_\_\_ Lesson 3.2, Lesson 7.6, Lesson 11.2

**Class Period:**

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| 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 |

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| **RESOURCES** | QUESTIONS |
| |  |  | | --- | --- | | 1 | **Discussion Prompts**  Discuss these questions with your classmates or with a partner. | | *Estimated time: 5 mins*   1. What is revenue? 2. How do sports teams generate revenue? 3. Why are ticket sales so vital to the financial health of a minor league baseball franchise? |
| STUDENT ACTIVITY   |  |  | | --- | --- | | 2 | **MiLB in Crisis-PPT**  To help examine the impact of the virus on Minor League Baseball, open the above PowerPoint. | | *Estimated time: 20 mins*   1. What are public relations? 2. What are community relations? 3. Why are community relations programs important to minor league baseball teams? 4. What can teams do during the health crisis to help support the community? |
| EXPANDED STUDENT ACTIVITY   |  |  | | --- | --- | | 3 |  | | *Estimated time: 20 mins*   1. What is fan engagement? 2. Some Minor League Baseball teams might not survive the crisis. Why? 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? 4. What is promotion? 5. Can minor league baseball teams engage in promotional activity despite the uncertainty surrounding the season? Provide an example to support your answer. |
| CHECK COMPREHENSION   |  |  | | --- | --- | | 4 |  | | *Estimated time: 15 mins*   * + - 1. What is revenue and why is it important in the sports and entertainment industry?       2. Identify at least four different ways that a pro sports team traditionally generates revenue:   a.  b.  c.  d.  3. List the five ways community relations programs are implemented.  a.  b.  c.  d.  e.   1. TRUE OR FALSE: Professional sports teams do not rely on ticket sales as a major revenue stream. 2. What is one example of how a minor league baseball team might engage fans through the current health crisis? |
| PROJECT CONSIDERATION  *5* | 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:   * 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 |