

Name: _____

Class Period: _____



Sports Career Consulting: Promotion – MiLB Name Game Activity Rubric

For this activity, you will:

- Submit a completed outline or plan for the launch of a food-themed rebranding / event promotion
- Present a marketing and merchandising plan for the rebranding / event promotion

Themed Sneaker Activity Categories

1. Brand a. Explain the concept of branding b. Describe the rebrand	20	<ul style="list-style-type: none"> What is branding? What is team's original name What will be the rebranded name? Why? Logo? Trademark?
2. Promotion a. Describe the promotion b. Describe the event (what will happen at the game that coincides with the rebrand?)	20	<ul style="list-style-type: none"> What will rebrand entail? Explain promotion and different forms of promotion Describe plans for this event promotion
3. Licensing Strategy a. What is licensing? b. Will you offer licensed merchandise featuring new logo?	20	<ul style="list-style-type: none"> Explain licensing concept Licensed merchandise available for sale as part of promotion? Why or why not?
4. Communications plan a. How will fans know about the rebrand	20	<ul style="list-style-type: none"> Marketing mix PR Digital / social Sponsorship?
5. Community relations a. What are community relations? b. How does this promotion involve community	20	<ul style="list-style-type: none"> Explain concept of community relations How will the rebrand represent the community How will community rally behind the promotion
6. Licensed products a. What products will be available b. What price points	20	<ul style="list-style-type: none"> What types of products will be available? How much will you charge Design / sketch submission of at least one product sample
7. Merchandising strategy a. Inventory b. Distribution	20	<ul style="list-style-type: none"> How much product will be available? Inventory concerns? Where can fans purchase?
8. Conclusion	5	Conclusion
9. Technical Elements	5	PPT, Outline, Table of contents
10. Presentation	50	PPT presentation of key elements, product inspiration, distribution strategy, how consumers will know about the release and why they will want it!
SCORE		