**Name:**

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

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| **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 |

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| **Themed Sneaker Activity Categories** | | |
| 1. Brand   a. Explain the concept of branding  b. Describe the rebrand | 20 | * What is branding? * What is team’s original name * What will be the rebranded name? Why? Logo? Trademark? |
| 1. Promotion   a. Describe the promotion  b. Describe the event (what will happen at the game that coincides with the rebrand?) | 20 | * What will rebrand entail? * Explain promotion and different forms of promotion * Describe plans for this event promotion |
| 1. Licensing Strategy    1. What is licensing?    2. Will you offer licensed merchandise featuring new logo? | 20 | * Explain licensing concept * Licensed merchandise available for sale as part of promotion? Why or why not? |
| 1. Communications plan    1. How will fans know about the rebrand | 20 | * Marketing mix * PR * Digital / social * Sponsorship? |
| 1. Community relations    1. What are community relations?    2. How does this promotion involve community | 20 | * Explain concept of community relations * How will the rebrand represent the community * How will community rally behind the promotion |
| 1. Licensed products    1. What products will be available    2. What price points | 20 | * What types of products will be available? How much will you charge * Design / sketch submission of at least one product sample |
| 1. Merchandising strategy    1. Inventory    2. Distribution | 20 | * How much product will be available? Inventory concerns? * Where can fans purchase? |
| 1. Conclusion | 5 | Conclusion |
| 1. Technical Elements | 5 | PPT, Outline, Table of contents |
| 1. 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** |  |  |