

Name: _____

Class Period: _____



Sports Career Consulting: Fan Experience – Stadium Design Activity Rubric

For this activity, you will:

- Submit a completed stadium renovation or new stadium project development plan
- Present a stadium design; either a drawing, graphic design, or physical model
- Convince city officials that your stadium project should be approved

Stadium Design Activity Categories

1. Revenue a. Explain the importance of revenue b. Provide the name of your stadium c. Discuss the concept of sponsorship and the sponsorship opportunities available at your stadium d. Describe ways your stadium will generate revenue on non-game days	25	<ul style="list-style-type: none"> • What is revenue? • How will your stadium generate revenue? • What is the name of the stadium? Will you sell naming rights? • What sponsorship opportunities are available? • How will create opportunities to generate additional revenue?
2. Ticket Sales Strategies a. Premium seating b. PSLs c. Ticket packages d. Group tickets	25	<ul style="list-style-type: none"> • How will the new stadium or renovation help increase ticket revenue? • What premium seating options available? Will PSLs be sold? • Other ticket sales strategies?
3. Fan Experience Concept a. Explain the concept of fan experience b. Describe importance of fan experience c. Explain how stadium will address health and safety concerns	25	<ul style="list-style-type: none"> • What is fan experience and why is it important? • When does fan experience begin? • Will fans be allowed at games? Tailgating allowed? • What will be done to keep fans safe at the stadium?
4. Fan Experience at the Stadium a. Concourse b. Concessions c. Seating capacity d. Traffic / Parking	25	<ul style="list-style-type: none"> • How will you minimize lines at concessions areas and restrooms? • What type of concessions items offered? • What are the sightlines like for fans at different sections of the stadiums? • How will you control flow of traffic and parking?
5. Stadium Technology a. Stadium tech	20	<ul style="list-style-type: none"> • What technology will be implemented as part of the stadium project? • How will it impact fan experience?
6. Economic Impact a. How will stadium be financed b. How will it impact local economy	20	<ul style="list-style-type: none"> • How will the stadium be financed? • How will the stadium project impact the local economy?
7. Conclusion / Recap	10	Conclusion (how city will benefit from the stadium project)
8. Stadium design a. Sketch or drawing, digital design or physical model	50	Overall design of stadium and incorporation of all required concepts
9. Presentation	50	PPT presentation highlighting key stadium project features, pitch to city officials why the stadium project should be approved
SCORE		