



Sports Career Consulting – Stadium Tour: The Fan Experience

In this lesson, you will learn:

- Define revenue and provide examples of revenue streams (Lesson 3.2)
- Recognize the impact sports facilities have on team revenues (Lesson 3.2)
- Understand and explain the concept of economic impact (Lesson 3.5)
- Describe the importance of ticket sales and the influence stadiums have on ticket and premium seat revenue along with the concept of Personal Seat Licenses (Lesson 9.1)
- Understand and explain the concept of fan experience (Lesson 10.1)

RESOURCES	QUESTIONS
<p>STUDENT DISCUSSION</p> <p><i>Estimated time: 5 mins</i></p> <p>1 Discuss these questions with your classmates or with a partner.</p>	<p>1. Why do you think the owners of sports teams want new stadiums? <i>STUDENT ANSWERS WILL VARY</i></p> <p>2. What factors might influence fan experience from a game day perspective at a NFL stadium? <i>STUDENT ANSWERS WILL VARY – Students should recognize that the fan experience can vary from person to person and a variety of factors can influence fan experience, including:</i></p> <ul style="list-style-type: none"> • <i>Ease of ticketing (purchasing and stadium entry)</i> • <i>Lines at concessions/bathrooms</i> • <i>Transportation to and from the stadium and parking</i> • <i>Price of tickets, concessions, parking etc.</i> • <i>Stadium amenities</i> • <i>Visibility and sightlines</i> • <i>“Energy” within the stadium</i> • <i>Music volume, music playlists</i> • <i>Etc.</i> <p>3. How do you think stadiums might impact the economy of the local communities where they are located? <i>STUDENT ANSWERS WILL VARY</i></p>
<p>STUDENT LEARNING</p> <p>2</p> <p><u>“Stadium Tour” – NFL Edition PowerPoint</u></p> <p>Share the PPT Stadium Tour: NFL Edition and review lesson 3.2, lesson 3.5 and lesson 10.1 in your textbook to help answer the questions.</p>	<p><i>Estimated time: 40 mins</i></p> <p>1. What is revenue? <i>Revenue provides 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 sports teams generate revenue? <i>Sports teams traditionally generate revenue through ticket sales, sponsorship, broadcast rights deals and through merchandise, concessions and parking</i></p> <p>3. How might new stadiums help a sports team to maximize revenue? <i>Added premium seating revenue, club seating, suite sales, new sponsorship opportunities including naming rights etc.</i></p>

	<p>4. What is a Personal Seat License (PSL) and why do some new stadium projects sell them? <i>A personal seat license (most often referred to as a PSL), gives the holder the right to buy season tickets for a specific seat within a stadium or venue</i></p> <p><i>Teams and venues typically offer PSLs as a means for generating additional revenue to help offset the debt incurred during the construction of the stadium or arena</i></p> <p>5. What is the fan experience? <i>Refers to the overall impression made on the sports or entertainment consumer</i></p> <p>6. When does the fan experience begin and what impact might a stadium have on the overall fan experience on game days? <i>The fan experience begins the moment when a consumer begins thinking about purchasing a ticket to a game or event while the game or event day experience begins as the consumer travels to and arrives at the event</i></p> <p>7. How might stadium technology impact the fan experience? <i>Stadium technology has a significant influence on fan experience, including (but not limited to):</i></p> <ul style="list-style-type: none"> • <i>video boards</i> • <i>concessions</i> • <i>in-seat technology</i> • <i>apps</i> • <i>security</i> • <i>Wi-Fi access</i> • <i>cellular data</i> • <i>ticketing</i> • <i>customer service</i> • <i>health and safety</i> • <i>lines at the stadium</i> <p>8. What is economic impact? <i>Economic impact can be defined as the net change in an economy resulting from sport or entertainment event related activity</i></p> <p>9. How might stadiums impact local economies? <i>Stadiums can provide a positive impact on local economies through the creation of jobs while also boosting traffic to local restaurants, shopping areas, hotels etc. as well as generating tax revenue</i></p>
<p>COMPREHENSION CHECK</p> <p>3</p>	<p style="text-align: right;"><i>Estimated time: 10 mins</i></p> <p>1. TRUE/FALSE. Economic impact can be defined as the net change in an economy resulting from sport or entertainment event related activity.</p> <p>2. TRUE/FALSE. Stadium technology does not impact the overall fan experience.</p> <p>3. TRUE/FALSE. The inclusion of premium seating options like club seating and luxury suites provide sports teams with opportunities to generate revenue.</p>

	<p>4. Which of the following represents an example of something that impacts the overall fan experience?</p> <ol style="list-style-type: none"> Stadium technology Tailgating opportunities Variety of concessions (food & beverage) items offered at the stadium All of the above <p>5. List three examples of ways technology could improve the fan experience at a stadium.</p> <p><i>Stadium technology has a significant influence on fan experience, including (but not limited to):</i></p> <ul style="list-style-type: none"> <i>video boards</i> <i>concessions</i> <i>in-seat technology</i> <i>apps</i> <i>security</i> <i>Wi-Fi access</i> <i>cellular data</i> <i>ticketing</i> <i>customer service</i> <i>health and safety</i> <i>lines at the stadium</i>
<p>STUDENT ACTIVITY</p> <p>5</p> <p>SEE STADIUM TOUR: FAN EXPERIENCE ACTIVITY RUBRIC</p>	<p style="text-align: right;"><i>Estimated time: 2 hours</i></p> <p>Based on information from the previous slides, select an NFL team that you believe would benefit from either a new stadium or a renovation project. Then, develop preliminary plans for a new or renovated stadium. When your plans are complete, be prepared to present your ideas. You must convince officials in your city why the stadium project should be approved.</p> <p>Your stadium plan and presentation must communicate the following:</p> <ol style="list-style-type: none"> How the stadium project will be financed How the stadium project will result in an attendance increase How the stadium project will impact the local economy Description of technology that will be implemented as part of the stadium project Overview of how the stadium project will improve fan safety and precautions from a health perspective amid concerns during the ongoing pandemic Explanation of the concept of fan experience and description of how the stadium project will improve the overall fan experience <p>Your stadium plan and presentation should include, at a minimum the following details:</p> <ul style="list-style-type: none"> Is this an indoor or outdoor stadium? What is the stadium name (will it include naming rights)? Where is the stadium located? What is the stadium capacity? What type of premium seating options will be featured at the stadium? <p>Your stadium plan and presentation must also include:</p> <ul style="list-style-type: none"> A sketch, drawing, digital design, or physical model of what your stadium will look like