



SPORTSBIZ MADNESS 2021: CASE STUDY TOURNAMENT

CASE STUDY #4: NICHE SPORT MARKETING

INSTRUCTIONS

- 1) Read/review the case study with your team (student group or class).
- 2) Review the evaluation criteria.
- 3) Create a response to case study.
- 4) Submit your response **to your teacher**.
- 5) Be sure to include a team name, the names of team members, your school and class period.
- 6) Reminder: Your entries are limited to **no more than two pages!**

IMPORTANT: If you send something via Google Docs, please remember to make sure you turn on permission to review/edit the document!

GOOD LUCK!

BACKGROUND

The odds are stacked against a new niche sport blossoming into a mainstream sport enjoyed by the masses in today's cluttered marketplace. Outside of a few success stories like backyard-games now broadcast on ESPN like Spikeball or cornhole, there are just too many options for both consuming and participating in sport that growth opportunities are limited in the niche space.

One such sport facing an uphill battle is "Footvolley", a sport that could be described as a cross between volleyball and American soccer. Typically played on sand, the sport showcases amazing athleticism and skill. Unfortunately for the sport, its players, and event organizers, few have heard of the game, let alone played it, seen it on TV or watched it live.

SCENARIO

You own a small sports marketing agency. Organizers of the Professional Footvolley Tour recently contracted your firm to create a strategic growth plan for helping expand the sport's popularity, specifically building brand awareness, increasing levels of participation, and engaging the fanbase.

Your client has identified several specific challenges the tour currently faces, including:

- Limited number of people playing the sport
- General lack of awareness of the sport or understanding of the rules
- Limited options for consumers to watch games on TV or streaming
- Very few spectators at events
- Lack of social media presence (resulting in no following on social media and no fan engagement)
- Not enough sponsors supporting the sport to help fuel growth (lack of overall funding)

Your client has asked you to address all of these challenges and create a report with a strategy for growing the popularity of Footvolley.



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YOUR CHALLENGE:

Your plan must include, at a minimum, the following information:

- Explain the concept of a niche sport
- Create a situation (SWOT) analysis describing Footvolley's current market position
- Strategy for addressing each of the sport's challenges as identified by your client
- Identification of a target market

- Develop a marketing strategy for (including specific, measurable goals) for growing the popularity of Footvolley to include:
 - Event marketing idea(s)
 - Digital marketing / social media plan
 - Brand position / brand building strategy

- At least one sample of a TikTok, Instagram, Snapchat, Twitter or Facebook post

BEFORE YOU BEGIN:

We would recommend a brief review of units 2, 4, 6, 7, 8 and 11 in SCC's textbook to make sure you have a firm grasp on the sports business concepts most applicable to this case study. Specifically, you may want to consider the topics of event marketing/management, digital marketing/social media, branding, sales/promotion, sponsorship and publicity.

HELPFUL HINT: Google is your friend! Doing some research online would go a long way in helping identify some of the biggest challenges facing Footvolley's supporters along with learning more about the opportunities for the sport to grow.

GOOD LUCK!