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| Logo  Description automatically generated |  | brand building  Branding Activity #3 |

# Text, whiteboard Description automatically generatedevaluate your brand POSITION

After defining your brand, it is necessary to evaluate your current brand position. Is the brand already well-developed? Do you have high levels of brand awareness in the community?   
  
If your brand is not already established, you have an amazing opportunity to build it from the ground up. Even if awareness levels are high, you are in a great position to help the brand grow. In either case, be sure to put your program in a position to succeed by creating branding strategies based on long- term goals. Build your brand with integrity by creating something you know your stakeholders would be proud to wear on a t-shirt.  
  
In this exercise, the branding team will evaluate current brand position and determine the best strategy for mapping out the future of the brand. The branding team may need to work through this process more than once, depending on whether your program will be promoting school sports and entertainment or an event you are creating on your own.   
  
It might also be a good idea to build your Sports Business Program brand. For example, if your classroom has been transformed into something like the “North High School Falcons Sports Business Club”, you may want to consider establishing the program as its own identifiable brand. If this is the case, the branding team will need to conduct a brand position evaluation accordingly.

**Step 1: Answer the following questions in the space below.**

Do you think most parents and students have heard of your school nickname and associate that nickname with your school?

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Do you think most members of your community have heard of your school nickname and associate that nickname with your school?

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What do you think parents and students think of when they hear the nickname?

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What do you members of the community, not including parents and students, think of when hear the nickname?

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Do you think most parents and students recognize your school athletics logo?

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Do you think most members of your community, not including parents and students, recognize your school athletics logo?

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What do you think parents and students think of when they see the logo?

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What do you members of the community, not including parents and students, think of when they see the logo?

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How often do you see the school nickname and logo around the community? Are signs up at local businesses supporting the program? Do people around the community wear school-branded gear?

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On a scale of one to ten, how supportive do you think students are of your high school athletics program?

1 2 3 4 5 6 7 8 9 10

On a scale of one to ten, how supportive do you think parents are of your high school athletics program?

1 2 3 4 5 6 7 8 9 10

On a scale of one to ten, how supportive do you think the community is of your high school athletics program?

1 2 3 4 5 6 7 8 9 10

How might you be able to strengthen the brand in a way to build more support with students, parents, and the community (your fans)?

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