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| Logo  Description automatically generated |  | EVENT OPERATIONS  Event Operations Activity #5 |

# Logo Description automatically generatedMASCOT MARKETING

Hopefully your school already has a mascot. If not, it would certainly be advantageous to create one. A mascot is an excellent marketing and branding resource and is certain to provide a great connection with the community.  
  
According to the San Jose Sharks website, Sharkie (team mascot) makes over 350 appearances per year at community events. Mascots are a fantastic addition to kid’s birthday parties, community and fundraising events and can help draw patrons to local businesses with appearances. Pursuing a local sponsorship for your mascot might be an avenue worth exploring to secure funding.   
  
Once a school mascot is in place, the event operations team will be responsible for involving him/her in event entertainment. Along with with your program’s PR team, you will also be responsible for booking community appearances. Access the "mascot marketing" tip sheet for more suggestions for successful mascot marketing.  
  
This is a four-part activity. The first part could be considered market research. The second and third parts become an implementation step where you’ll design your own mascot for your program. In the fourth part, you will explore the various ways you can involve your mascot in your marketing efforts.

**Part 1: In the space below, create a list of ten (10) different mascots used in sports.**Collect as much information as you can about the mascots and the teams or brands they represent. You might also consider the following questions while doing your research:\* What is the mascot’s name?

\* What imagery does the mascot display (cute/cuddly, intimidating, etc)?

\* What colors were used in costume design? Why do you think those colors were selected?

\* What type of personality does the mascot project? Why is that important?

\* What are some key characteristics and qualities of the mascot?

\* Is the mascot a performer (juggling, dunking, tricks, etc)?

\* Does the mascot use any “props” while it is performing?

\* Does the costume have any identifying features?

\* Does the mascot seem to be consistent with the brand message(s) of the team or brand it represents?

\* Does the team or brand have more than one mascot?

\* How frequently is the mascot used in the company’s marketing efforts?

\* Does the costume look like I might have been expensive to make? Why?

\* Does the mascot appear on any merchandise the organization is selling?  
  
Using the worksheet provided below, describe in detail each of the mascots you have met through your research. Make copies of the worksheet and complete the exercise for the ten mascots you researched, offering a detailed description for each.

Team or brand represented by mascot: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mascot name (if applicable): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mascot “imagery” (intimidating?): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mascot colors: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mascot appearance: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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More details: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Part 2: Review your mascot descriptions from part one of this activity. In the space below, list all of the features and characteristics you liked about the mascots you researched.**

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**Part 3: Now for the fun part! Using the details from the first two parts of this activity, create your own version of a mascot for your program. Be very thorough in your description, including appearance features, colors, a mascot name, and anything else that will help establish a character that will help to make your event or events more marketable.**

1) What will the costume design look like (provide a sketch or graphic design if possible)?

2) What colors will you use?

3) Who will design it? Can an art class design it?

4) What type of character will the mascot be?

5) Will you have a logo that corresponds with the mascot?

6) How will the mascot be used from a marketing perspective? Will there be any spin off programs as a result of the mascot such as a kid’s club? Will your mascot have his or her own social media accounts?

7) What is your budget for costume design? Graphic design? Other costs?

8) Will the mascot make appearances in the community? Like what?

9) What type of personality will your mascot have? Consider your target audience when making this determination.

10) Who will don the mascot costume at events? A student? A professional? Will you need to pay that person?

**Presentation:**

Present your information to the other groups to gain additional feedback on your mascot project. Be sure to explain to your classmates (colleagues) why you made any decisions relating to the mascot project and be open minded when listening to their response.

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**Part 4: Collaborate with all other teams within your program and list as many opportunities as possible to involve your mascot in your program’s marketing efforts. This could include various roles on game or event days, community appearances, sponsorship appearances etc.**

* **Is there a way your mascot could help to boost attendance?**
* **Could you name a concessions item after him or her?**
* **Would t-shirts featuring the mascot be popular sellers?**
* **Would a post-game appearance at the local pizza shop help drive traffic to the restaurant?**

**List and explain your ideas in the space below.**

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