



# **SPORTS BUSINESS PROGRAM STUDENT ACTIVITY GUIDE: EVENT OPERATIONS**



STUDENT ACTIVITIES GUIDE: SBP EVENT OPERATIONS

# ACTIVITIES GUIDE

## SPONSORSHIP TEAM

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# EVENT OPERATIONS

## *Event Operations Activity #1*



### **EVENT BREAKS (BREAKS = MARKETING OPPORTUNITIES)**

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Every event will have breaks in the action. For a sports team or event, each of these breaks in the action represent a marketing opportunity. During breaks, spectators and fans want to fill the void. As an event marketer, you have their attention, if only for a few moments.

During breaks in your event, you can encourage fans to visit concessions or merchandise areas, communicate information about upcoming events, or continue to entertain them with creative promotions.

#### Game/Event Breaks Example: Girls' Varsity Basketball Game

- *Pre-game, Starting Lineup, Quarter breaks (time between first and second quarter etc.),*
- *Half Time, Time Outs, Post Game*

In this activity, the event operations team will examine every break in your program's event or events and consider what opportunities those breaks may provide. Be sure to complete this exercise for each event your program will be promoting during the semester or school year.

**Part 1: In the space below, make a list of each potential break in the action at your event or events.**

Event #1: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Event #2: \_\_\_\_\_

\_\_\_\_\_

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Event #3: \_\_\_\_\_

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Event #4: \_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

**Part 2: In the space below, list five potential marketing opportunities for your program during your event breaks.**

1) \_\_\_\_\_

\_\_\_\_\_

2) \_\_\_\_\_

\_\_\_\_\_

3) \_\_\_\_\_

\_\_\_\_\_

4) \_\_\_\_\_

\_\_\_\_\_

5) \_\_\_\_\_

\_\_\_\_\_



# EVENT OPERATIONS

## *Event Operations Activity #2*



### GAME/EVENT DAY GRID

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Fans and spectators expect to be entertained from the time they enter the venue to the time they leave. It is the responsibility of the event operations team to make sure your program can meet and exceed those expectations, offering your stakeholders the best possible fan experience.

To help manage the event entertainment, the event operations team should create a game/event day grid. This grid will help you to coordinate and manage all aspects of the entertainment for each of your events.

**Step 1: Using the worksheet below, list all the possible fan or sponsor expectations and entertainment options for your event. Examples could include:**

- National anthem singer
- Sponsors
- Birthday groups in attendance
- Music
- Giveaway items (how will fans get them?)
- Half-time entertainment
- Contests & promotions
- Etc.




**Step 2: Using the sample grid provided, brainstorm potential entertainment options to fill the opportunities slotted below.**

<b>Game #</b>	<b>Date</b>	<b>Anthem</b>	<b>Sponsor</b>	<b>Pre-Game</b>	<b>Half Time</b>	<b>Special Promos</b>	<b>Groups</b>	<b>Giveaway Item</b>

**Step 3: Create your OWN game/event day grid, customized for your own event in a way that will allow for your event operations team to manage all fan/sponsor expectations and entertainment options on event day.**

*\* TIP: Consider putting your game day grid on a big sheet of tagboard, making it visible in the classroom and communicating every aspect with members of other teams in your Sports Business Program.*



# EVENT OPERATIONS

## *Event Operations Activity #3*



### GAME/EVENT DAY SCRIPT

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Another important responsibility for the event operations group includes the preparation of a script. The script is a document outlining every aspect of entertainment that takes place during the game or event and must be completed prior to the game or event's start.

The script essentially manages the flow of entertainment throughout the event and should be shared with every person involved in the event production process, including everyone from the student band and cheerleaders to the PA announcer. Your game operations group should have an appointed “Director of Event Operations” who is responsible for making sure everyone is on the same page.

To help understand this concept, review the sample script provided by your teacher. Once you have a feel for what a game or event script should look like, you will develop your own version to manage the flow of entertainment for your event.

**Part 1: Using the sample below, practice creating a script by filling in entertainment flow in the spaces provided. Be sure to include any sponsor reads, fan announcements and start times for things like the National Anthem or introductions.**

6:30 p.m.     Doors Open

6:40 p.m.

6:45 p.m.

6:50 p.m.

6:52 p.m.

6:56 p.m.

6:57 p.m.

6:58 p.m.

7:00 p.m.

Timeout 1:

Timeout 2:

Quarter break 1:

Timeout 3:

Half Time:

Timeout 4:

Quarter break 2:

Post-Game:

[illegible]



# EVENT OPERATIONS

## *Event Operations Activity #4*



### GAME/EVENT DAY CHECKLIST

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The event operations group should also create an event day checklist. This document provides a summary of how you will accomplish a smooth transition between scripted entertainment during the event. Preparing these checklists will keep the group organized and serve a very important role in creating the best

possible experience on event day.

The event operations team is responsible for every element of event presentation, right down to the staffing of ticket takers, making sure concessionaires are in place, and confirming that the merchandise area has been set up. It is their job to oversee the entire production and execute all promotions. The event day checklist will help you to prepare for the event, maintain focus during the event, and effectively manage the event from start to finish (ingress to egress).

For this activity, review the sample checklist provided. Notice that each team member is assigned a certain set of responsibilities. When you develop your own checklist, it will be critical to pay very close attention to every detail. You will also want to assign at least one team member to follow up with each of the other groups in your program to make sure they are in the proper area of the venue and ready for action.

# Southside Owls

## Game/Event Day

### Checklist



Event: **Football game #1**  
Date: **September X, 20XX**  
Team Members: **Bill, Sarah, Yi, Jeramie, Jamele**  
Event start time: **7:00 P.M.**  
Team Leader: **Jamele**

#### JAMELE

- ☐ Merchandise area set-up properly and in right location
- ☐ Concessions area set-up properly and in right location
- ☐ Initial wire-framing

#### BILL

- ☐ Music set up
- ☐ Coordinate with the band
- ☐ Coordinate with the cheer team

#### SARA

- ☐ Giveaway items ready at stadium entrance
- ☐ Sponsor signage in place
- ☐ Parking and tailgate signage in place

#### YI & JERAMIE

- ☐ Find participants for half-time promotion
- ☐ Cash & change to ticket booth
- ☐ Make copies & distribute game scripts (see attached list for who should receive them)

**In the space below or using your own form or template, create a game day checklist for your upcoming event.**

Event:

Date:

Start Time:

Team Members:

Team Leader:

Team Member #1 Responsibilities:

☐☐

Team Member #2 Responsibilities:

☐☐

Team Member #3 Responsibilities:

☐☐

Team Member #4 Responsibilities:

☐☐

Team Member #5 Responsibilities:

☐☐



# EVENT OPERATIONS

## *Event Operations Activity #5*

### **MASCOT**



### **MARKETING**

### **MASCOT MARKETING**

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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” (the team’s 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 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 it 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: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**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.

[illegible]

**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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