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| Logo  Description automatically generated |  | Concessions products  Concessions & Parking Activity #3 |

# A picture containing text, food, sandwich, snack food Description automatically generatedLEVERAGING CONCESSIONS TO GENERATE EVENT PUBLICITY

In recent years, many professional teams have introduced outlandish concessions items as a way to generate publicity and build promotions as a tool for drawing more fans to arenas, stadiums and ballparks. Examples include:

* Charlotte Motor Speedway (deep-fried cupcakes, funnel cakes topped with chocolate sauce and chopped bacon)
* MLB’s Texas Rangers (“The Champion”, a $26 hot dog weighing in at 2 pounds)
* Several minor league teams like the Camden RiverSharks offer “Krispy Kreme” burgers (a burger with donuts replacing hamburger buns)
* MLB’s Washington Nationals’ stadium features a unique concessions stand (called the “Taste of the Majors”) which spotlights items from other MLB cities when opponents roll into town like a Chicago Dog, a St. Louis BBQ platter and a San Diego Fish Taco Platter

Could a unique concessions item help create buzz surrounding your program and attract new fans to your games or event? Discuss the idea with the publicity and marketing groups and, if your school offers a culinary class, consider working with those students to create your own outlandish food item for your event.

**Activity Instructions:**

In this activity, you will come up with three ideas for a creative and unique food or beverage item for your event’s concessions menu.

In the space below, describe each item. Consider including a sketch, drawing or digital design to illustrate the concept for your concessions ideas. As a class, vote on which item(s) to feature at your event.

## Concessions Item#1

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## Concessions Item#2

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## Concessions Item#3

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