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# A picture containing timeline Description automatically generatedEVENT ASSET IDENTIFICATION

For your school’s Sports Business Program to thrive financially, you must identify what “assets” you have available to you to maximize your program’s potential impact.   
  
Your assets include volunteer staff, boosters, open seats, enthusiastic administrators, teachers excited about sports, excited students, cheerleaders, pep bands, etc. You must also recognize the assets you have at your disposal that have a perceived value to sponsors and ticket buyers. For instance, will the administration allow you to put decals on the high school floor? Can you post banners or other signage near the playing field or stadium? Are your bleachers permanent? Do you have the ability to offer VIP parking or special seats to your season ticket holders? You thoroughly survey the landscape when identifying and determining your assets. Keep in mind, your assets will be dependent upon what type of event you are promoting and where.   
  
As you work through this process, be aware of anything your school, athletics or event could offer to potential stakeholders like sponsors, community partners, causes (like a blood drive, homeless shelter etc.) or ticket buyers as part of the event or events that your program will be promoting.

**Step 1: Identify assets relating to your facility or venue in the spaces below.**

Event capacity (how many spectators can safely fit in your venue)?   
  
Capacity (list each potential sport that your program could promote):

Basketball \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Current sponsors/supporters \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Identify and describe any existing promotions or entertainment in place to promote your school sports, events or entertainment.

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Describe how your school currently sells tickets to sporting events and/or the relationship between your school and the booster club.

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**Step 2: Now, think about the event you will be managing and marketing. Identify any and all potential assets relating to your event in the space below.**

Event capacity (how many spectators can safely fit in your venue)?   
  
Capacity: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Describe potential seating or viewing areas: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Describe potential private or exclusive areas: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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What areas of the venue could a sponsor potentially gain exposure? List as many as possible. Your sponsorship team will benefit from this list later.

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What are some food and beverage items typically offered at school events?

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Who manages the social media accounts for your school sports and events?

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What social media platforms does your school use? Twitter? Facebook?

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Does your school have a website dedicated to sports and/or entertainment? Does each sport have their own website? Who manages the site?

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What other classes (like Art or Graphic Design) or student clubs (DECA) might benefit from collaborating with your program?

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