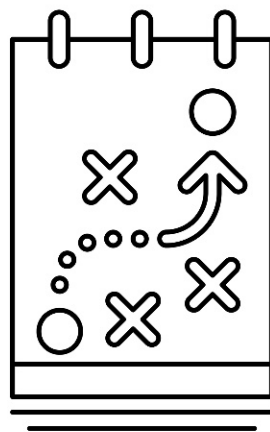




SPORTS BUSINESS PROGRAM STUDENT ACTIVITY GUIDE: BUILDING YOUR PROGRAM



PLAN

STUDENT ACTIVITIES GUIDE: BUILDING YOUR SPORTS BUSINESS PROGRAM

ACTIVITIES GUIDE

PROGRAM FOUNDATION

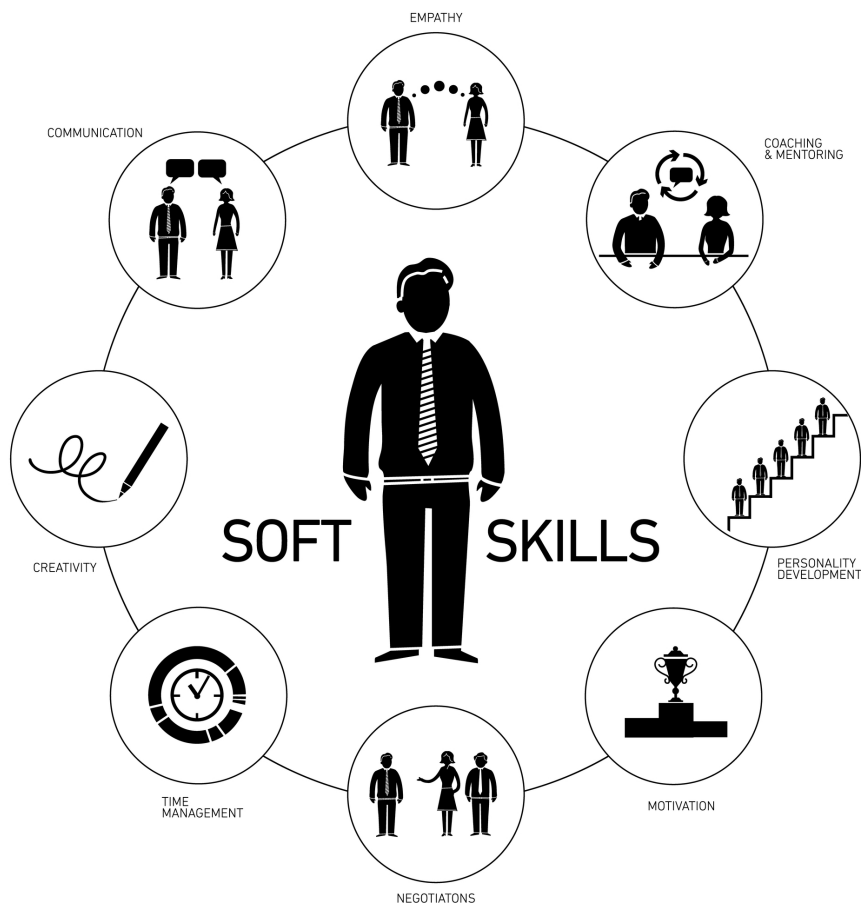
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PROGRAM FOUNDATION

Program Foundation Activity #1



STUDENT SELF-ASSESSMENT

To be successful in any profession (not just the sports industry), it is important for individuals to pursue an area of their profession that provides a good match between their personal interests, values and skills with the scope of responsibilities associated with the job. The following activity will help students identify those areas.

In the space below, list your personal interests, things you value most (free-time, exercise, family etc.) along with which skills you currently possess. Keep in mind, interests and values can and probably will change over time.

As you consider your personal skill set, evaluate both soft and hard skills. Hard skills are represented by abilities, like software coding or graphic design. Soft skills include things like time management or motivation and work ethic.

Remember, you will continue to develop skills in new areas as you further your education and gain more experience in the field. For this activity, we are focused on the present so do your best!

Part 1: Interests

| | |
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| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Part 2: Hard Skills

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| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Part 3: Soft Skills

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Part 3: Values

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PROGRAM FOUNDATION

Program Foundation Activity #2



SPORTS BUSINESS SKILLS IDENTIFICATION

Now that you have identified the current skill sets upon completion of the first activity, it is time to consider the skills associated with various job responsibilities for the various roles associated with a sports team or an event.

For your program to succeed, your organization management needs to put students in position to thrive. Identifying which “departments” require certain skills will help match you to the job responsibilities that set you, and your program, up for success!

Department General Skill Sets

| <u>Department/Group</u> | <u>Skills</u> |
|--------------------------------|--|
| Marketing | Written and oral communication, creative, leadership, time management, positive attitude, ability to “think outside the box”, problem solver |
| Ticket Sales | Written and oral communication, sales skills, presentation skills, networking, time management, positive attitude |
| Sponsor Sales | Written and oral communication, sales skills, presentation skills, networking, creative, time management, positive attitude |

| | |
|------------------------------|---|
| Merchandise | Organizational, time management, creative, teamwork, attention to detail accounting & budgeting skills |
| Concessions / Parking | Time management, teamwork, organizational, mathematic, and accounting & budgeting skills |
| Public Relations | Written and oral communication, time management, multitasking, creative, networking, positive attitude, computer skills |



PROGRAM FOUNDATION

Program Foundation Activity #3



SKILLS MATCH

In the first activity, you have taken the time for some self-reflection and assessed your personal interests, skills and values. In the second activity, you learned which skills offer the best match for various roles within a sports organization.

Now, you will need to consider your own personal interests, skills, and values and determine which roles within the organization provides the best fit for YOU.

In the space below, rank which team or group you would most like to join, based on your personal skills match. Rank the group you feel offers the best match for your skill set as #1. Rank the group you feel is least likely to put you in position to succeed last (#7).

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____



PROGRAM FOUNDATION

Program Foundation Activity #4



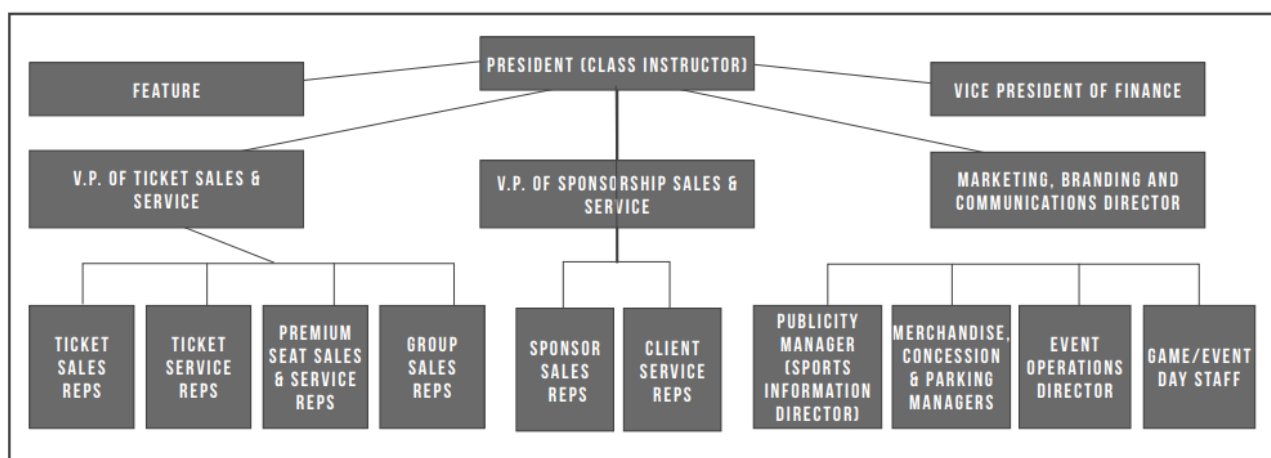
BUILDING YOUR INFRASTRUCTURE

Like many things in life, teamwork goes a long way in accomplishing goals and achieving success.

Form Sports Business Teams/Groups

Use the sample organization chart below as a guide to create “departments” in which your

students will form as groups or teams to build your program and promote your events. In the next activity, we will review the skills assessment and general skills chart to help match the right students with the roles that will help put them in position to succeed.



Use the guide below will help determine the appropriate groups based on the size of your class.

| CLASS SIZE | RECOMMENDED GROUPS |
|----------------|--|
| 5-10 Students | Marketing / Sponsorship Sales / Publicity |
| 10-15 Students | Marketing / Sponsorship Sales / Publicity / Ticket Sales / Branding |
| 15-20 Students | Marketing / Sponsorship Sales / Publicity / Ticket Sales / Branding / Event Operations |
| 20-25 Students | Marketing / Sponsorship Sales / Publicity / Ticket Sales / Branding / Event Operations |
| 25+ Students | Marketing / Sponsorship Sales / Publicity / Ticket Sales / Branding / Event Operations / Merchandise / Concessions / Parking |

In the space below, list the groups you will establish for your classroom Sports Business Program (list ONLY the groups you will form).

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____



PROGRAM FOUNDATION

Program Foundation Activity #5



ROLE ASSIGNMENT

You are well on your way to building the foundation for your school Sports Business Program!

Your infrastructure is in place, and you should have a pretty good idea of which positions within the organization offer the best fit for you to help the organization succeed. Before assigning roles, however, your teacher might want to simulate the employment process and have you apply for positions within each team or group. You have already begun the career exploration process, and this provides a great opportunity to begin preparing for your career.

Here are your next steps:

1. Review your skills match worksheet and decide which team/group you would like to be assigned to
2. Create your resume
3. Write a cover letter and fill out an application
4. Submit your cover letter, application and resume to your teacher
5. Interview for a position

** TIP: You might want to use the resume, cover letter, and application templates provided by your teacher, along with interview prep questions!*

Once your teacher assigns your role within the organization, it is officially **Game Time!**



PROGRAM FOUNDATION

Program Foundation Activity #6

Program Assets



EVENT 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.

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: _____

Describe potential private or exclusive areas: _____

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.

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

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

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

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

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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| _____ | _____ |
| _____ | _____ |
| _____ | _____ |



PROGRAM FOUNDATION

Program Foundation Activity #7



DETERMINING THE EVENT (PART ONE)

The foundation for a successful program is in place. Now, your class must determine exactly what event (or events) to promote.

The first step in the process will be to decide if you want to promote your school sports and entertainment events or if you prefer to create unique event on your own, like a charity bowling event or community dodgeball competition.

Should you choose to promote your school sports and entertainment, you will need to determine how many events, and which, to manage. Will you focus on one event at the end of the semester, like an Air Band competition? Will you engage in promotions throughout the year at football games? Or will you create a promotional campaign at several different sporting events throughout the year?

If you choose not to promote school sports or entertainment events (or are unable to because of restrictions in place at your school or district), you will need to come up with an idea (or ideas) for your own event. Either way, the possibilities for your program are limitless!

** TIP: If you are promoting school sports, consider focusing on an event that does not traditionally draw a large crowd. This will allow you to truly see how effective your classroom marketing and promotional plan really was!*

Step 1: In the space below, list all the advantages and disadvantages to selecting a school sport or entertainment event for your program to promote.

Advantages: _____

Disadvantages: _____

Step 2: In the space below, list all the advantages and disadvantages to creating your own unique event for your program to promote.

Advantages: _____

Disadvantages: _____



PROGRAM FOUNDATION

Program Foundation Activity #8



DETERMINING THE EVENT (PART TWO)

After completing the previous activity, your class should have a pretty good idea of all the advantages and disadvantages to each potential event. Now it is time to make one of the most important decisions for your program and determine exactly what event or events you plan to promote.

Step 1: In the space below, list any and all school sports or entertainment events that you could potentially promote during the semester or school year.

SPORTING EVENTS:

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

SPORTING EVENTS (CONTINUED):

| | |
|--|--|
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| | |

ENTERTAINMENT EVENTS:

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Step 2: In the space below, list as many ideas for fun or unique events that you could potentially manage and promote during the semester or school year.

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Step 3: In the space below, describe which event or events you plan to manage or promote during the semester or school year. If you decided on school sports and entertainment, explain which sports or entertainment events you will manage and promote.

If you decided to create an event on your own, provide a general overview and description of the event.



PROGRAM FOUNDATION

Program Foundation Activity #9



CONNECTING WITH A CAUSE

While one of your program's goals might be to generate a profit, you might also consider partnering with a charity for your event or events. With skilled marketers, creative promotions and dedicated staff (that's YOU, students!), your event could help raise money and awareness for a worthy cause.

Step 1: In the space below, list all the advantages and disadvantages to partnering with a charity or specific cause for your next event.

Advantages: _____

Disadvantages: _____

Step 2: In the space below, create a list of potential cause-related partners that you might consider for your next event.

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Step 3: In the space below, describe which charity or related cause you plan to partner with for your next event and why. Explain how your event will benefit the cause. If you decided not to partner with a cause, you may skip this step.



PROGRAM FOUNDATION

Program Foundation Activity #10



THE MISSION STATEMENT

Many organizational strategies are founded on the basis of the mission statement content. Mike McBreen, Former Director Business & Compliance/Global Apparel at Nike, offers the following tips:

- 1) Mission Statements must be tangible, attention getting statements that define what is possible for an organization and its stakeholders.
- 2) These statements must be clear, concise (read as: short) articulations that define the “so what” or purpose of the work.
- 3) What is often missed in creating mission statements is the linkage between the statement and specific, actionable strategies to achieve the mission.
- 4) I like to think of a simple hierarchy (or logic) for leading an organization.
 - ✓ Define a Vision for the Future
 - ✓ Create a Mission Statement that motivates the organization and its stakeholders to action
 - ✓ Develop the critical, few strategies that can best achieve the mission
 - ✓ Define and execute focused business plans against these strategies
 - ✓ Measure performance and provide feedback to the team on their progress against defined objectives

A mission statement should also answer the following questions:

- ✓ What business will we be in?
- ✓ Who will be our current customers?
- ✓ What will the size and scope of our market look like?
- ✓ How will we meet the needs of our customers?

source: https://www.nba.com/bulls/news/mission_statement.html

chicago bulls mission

The Chicago Bulls organization is a sports entertainment company dedicated to winning NBA Championships, growing new basketball fans, and providing superior entertainment, value and service.

We aim to achieve our mission by working hard to emphasize the following core values:

- Mutual respect for each other, and a commitment to excellence, innovation, integrity and quality in everything we do.
- By providing our guests with superior entertainment value in a clean, secure, and comfortable environment—win or lose—regardless of their interest level in basketball.
- By helping our sponsors build their brands and grow their business.
- By treating our respective constituencies with respect, appreciation, and as we ourselves would want to be treated and serviced. In other words, by putting our fans and sponsors first every single day—and meaning it.
- By making our community a better place to live through our support of worthy social causes.
- By involving our guests in the game as active participants—not merely spectators.
- By knowing who and where our fans are, and reaching out to them.
- By working hard to make NBA basketball the most popular sport in our community and by selling and humanizing our players to everyone we meet.
- By being proactive and accountable in carrying out our mission.



Step 1: Do some research and find at least five examples of organizational mission statements from some of your favorite sports teams, brands, events, or athlete foundations. In the space below, describe any details that you think would be helpful in developing your program's mission statement.

[illegible]

Step 2: In the space below, write your program's mission statement.

[illegible]

Step 3: Where will you post your mission statement? Will it be in the classroom on a large sheet of tagboard as a consistent reminder of your program’s vision? Will it be shared on social media? Will it be included in any sponsorship presentations?

In the space below, list how, where, and to whom you plan to communicate your mission statement.

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