



SPORTS BUSINESS PROGRAM STUDENT ACTIVITY GUIDE: CONCESSIONS & PARKING



STUDENT ACTIVITIES GUIDE: SBP CONCESSIONS & PARKING

ACTIVITIES GUIDE

CONCESSIONS & PARKING TEAM

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CONCESSIONS PRODUCTS

Concessions & Parking Activity #1

FAN ZONE

SNACKS DRINKS

GAME ON

FIRST DOWN

WE'RE #1

DEVELOPING A CONCESSIONS MENU

Create a list of your favorite concession items at sporting events. Think back to any and all high school, university and

professional sporting events you have attended in the past. What type of concessions items did they have available? What would you consider to be staples at any sporting event? For example, can you imagine attending a sporting event that didn't sell hot dogs and popcorn?

Part 1: List your favorite concessions stand items below.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Now create another list identifying the most common, or popular, brands you have seen at concessions stands (like Snickers, Doritos or Pepsi). Which do you think are best sellers?

Part 2: List the most popular concessions brands that you have seen at concessions stands.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

After you have given some thought to the most popular and common concessions brands, determine which items you will make available for your games and/or events and list them in the space below.

Part 3: List the items you will offer on the concessions menu at your games and/or events.



CONCESSIONS PRODUCTS

Concessions & Parking Activity #2

FAN ZONE

SNACKS DRINKS

GAME ON

FIRST DOWN

WE'RE #1

CONCESSIONS PARTNERSHIPS

Have you ever seen a restaurant selling food or beverages at a concession stand? Was it a chain

restaurant like Pizza Hut or a local restaurant (or food truck)? How do you think a partnership with a local food truck might impact your concessions sales? Could a partnership with a restaurant or local food truck have a positive impact on the overall fan experience at your event? One key consideration, however, is how that partnership might influence your event profits.

Part 1: Create a list of potential chain restaurants that your event attendees might like (ie – Pizza Hut or Chipotle).

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Part 2: Create a list of potential local restaurants that your event attendees might like as a food option at your event.

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Part 3: Consider the questions below and make a decision about whether partnering with a restaurant or food truck makes sense for your event.

How do you think a partnership with a local food truck might impact your concessions sales? For example, do you think you would sell more pizza if you partnered with Domino's or a local pizza restaurant than pizzas you made on site?

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Do you think a partnership with a restaurant or local food truck have a positive impact on the overall fan experience at your event? Why is that important?

How might a restaurant or food truck partnership influence your event profits? Would you take a percentage of sales as part of the partnership? Who would negotiate that agreement?

Will you partner with a restaurant or food truck to provide food and beverage options at your event? If not, why? If so, which restaurant(s) would be your ideal partner(s)?



CONCESSIONS PRODUCTS

Concessions & Parking Activity #3



LEVERAGING 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

Description:

Illustration:

Concessions Item#2

Description:

Illustration:

Concessions Item#3

Description:

Illustration:



CONCESSIONS PRODUCTS

Concessions & Parking Activity #4



CONCESSIONS PRICING STRATEGY

What is pricing? Why is pricing an important function of marketing? Establishing the right price point can impact everything from the number of fans and spectators attending your event to the number of hot dogs and sodas you sell so it is important to give a lot of consideration to your pricing

strategy for your event food and beverage offerings.

What is pricing?

Pricing is the process of assigning a value to products and services on the basis of supply and demand. If the price of your food and beverage is too high in the eyes of your event attendees, you won't sell many hot dogs or sodas. If it is priced too low, you will not maximize your profits.

Factors Influencing Price

There are a lot of factors that impact price. For example, how do you think an established brand like M&Ms or Pepsi might impact the price of a menu item when compared to generic or stand brands like Kirkland?

What other factors might impact how you decide to set the price for your concessions menu?

For your event, do you think it would be a good idea to sell brand name products, generic products, or both?

Establish the prices for food and beverage options at your event.

Refer back to concessions and parking activity #1 and review the list of concessions items you plan to offer at your event. You will also want to include any “specialty” items identified in activity #3 (like a donut burger).

Menu Item

Price

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CONCESSIONS PRODUCTS

Concessions & Parking Activity #5



DEVELOPING AN EVENT PARKING MANAGEMENT PLAN (PART ONE)

The importance of an effective parking management strategy for an event can easily be underestimated. In this activity, you will recognize the importance of developing a strategy that provides the best possible experience for your event attendees.

Why is parking management important to an event?

What is the fan/spectator experience and why is it important to the success of your event?

How will your parking management strategy and food/beverage (concessions) offerings impact the fan/spectator experience at your event?

What do you think are the advantages and disadvantages to allowing fans to tailgate at an event?

Which parking areas at your event might offer the most value to your customers (event attendees)?

How might the flow of traffic in and out of parking areas impact the overall fan/spectator experience? What can you do to create the best possible experience and minimize traffic and parking inconveniences?

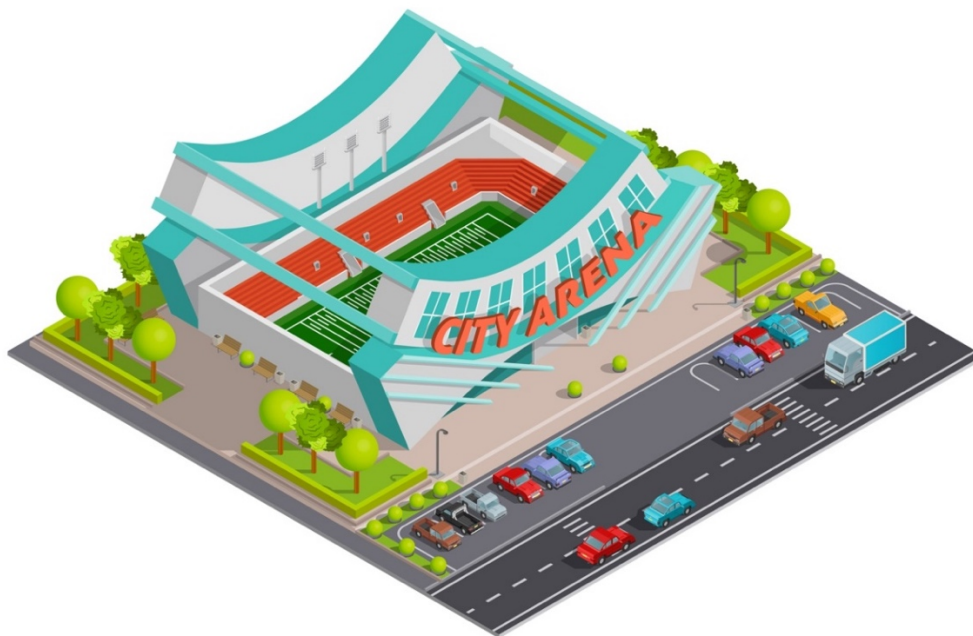
How can you add additional value to your parking areas? Designated spaces for event VIP patrons? Valet parking options? Reserved tailgating

areas? Offer parking passes? Sell “premium” passes that allow those spectators a private lane in and out of parking areas? Offsite parking with a shuttle to and from the event? Think of as many possibilities as you can and list them in the space below.



CONCESSIONS PRODUCTS

Concessions & Parking Activity #6



DEVELOPING AN EVENT PARKING MANAGEMENT PLAN (PART TWO)

Will your event provide tailgating opportunities for attendees? What risks must you consider if you do decide to offer tailgating opportunities and how will you plan to manage that risk?

Refer back to concessions and parking activity #6 and review your ideas for various parking options.

In the space below, list all options attendees will have for parking at your event. Will there be VIP or valet parking? Tailgating passes? General parking? Offsite parking? For each option, be sure to describe the inflow and outflow of traffic as fans arrive and leave your event.

In the space below, create a rough sketch or drawing of each of your event's designated parking areas.

In the space below, list the type of signage you will post to help direct the flow of traffic for your event and help attendees find the appropriate parking areas.

In the space below, create a rough sketch or drawing of all the parking signage you will need for your event.

As a group, discuss how the signs will be made. Can you make them on your own with supplies from a local store or will you have the signs professionally made? What is your budget? How much will it cost to have the signs professionally made? Do you need to call and get a quote from a local sign making company? How much will the supplies cost for you to create them on your own? Will hand-made signs hold up under potential weather conditions at your event?

After discussing your plan, explain the decision in the space below.



CONCESSIONS PRODUCTS

Concessions & Parking Activity #7



DEVELOPING AN EVENT PARKING MANAGEMENT PLAN (ESTABLISHING PRICING)

What is pricing and why is it important?

Pricing is the process of assigning a value to products and services on the basis of supply and demand. If the price of your parking is too high in the eyes of your event attendees, it could adversely impact your event's attendance. If it is priced too low, you will not maximize your opportunity for your event to turn a profit.

An effective pricing strategy for your event parking will also improve the experience for all attendees, reducing congestion and offering smooth inflow and outflow of parking area traffic.

Factors Influencing Price

Establishing price points for your parking options isn't just about creating a revenue stream. You will want to make sure you generate enough revenue through parking sales to cover the costs associated with parking at your event. Here are a few factors you may want to consider when creating a pricing strategy for your event:

- How much did you budget for parking signage?
- How much will you need to pay parking lot attendees or valet staff?
- Will you need to pay for any added space for vehicles attending your event?
- Will you need any permits for vehicle parking or to allow tailgating in designated areas?
- What other factors might influence parking prices?

After reviewing the concept and importance of pricing, you will want to determine price points for the parking options you will offer your event attendees.

In the space below, compile a list of prices for all parking areas / options at your event.



CONCESSIONS PRODUCTS

Concessions & Parking Activity #8



BUNDLING PARKING & CONCESSIONS

There are many ways to creatively package concessions and parking with tickets and sponsorships.

Why? Tickets and sponsorship will provide the best opportunities to maximize event revenue, and including food, beverage and parking with ticket or sponsorship packages build value for the buyer, adding more incentive for making a purchase.

Examples could include:

- One free parking pass with purchase of four or more premium, VIP or club seats.
- Family meal deal night: Buy four tickets, get 4 hot dogs and 4 sodas for free!

- Each sponsorship investment valued at \$1,000 or more automatically receives parking considerations
- Naming rights to a VIP parking or tailgating area: “Welcome to the (Insert Local Car Dealership Name Here) VIP Parking Lot”

Activity Instructions:

In the space below, list as many ideas as possible to create value for your customers by packaging or “bundling” your concessions and parking with ticket sales promotions and sponsorship proposals.

Be creative and find unique ways to add even more fun to the event experience for your attendees!

Once you have completed your list, discuss the ideas with your ticket sales and sponsorship groups, and determine which “bundle” options make the most sense for your event.

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