

Marketing a High School Athletics Program

SITUATION

You and your partner are marketing consultants for MPI, a marketing consulting firm. Oak Ridge Academy, a four year private high school, has hired MPI to provide guidance and expertise in helping them determine whether to engage in an aggressive licensing program to capitalize on their brand.

Oak Ridge Academy's athletic programs have enjoyed a rich history of tradition and success. Recently, the school's lacrosse team has been particularly successful as the Jaguars have been ranked number one for three straight years, losing only one game in that period and capturing two state titles. Many consider Oak Ridge's lacrosse team to be the top program in the nation among schools with an average student population of 1500 pupils. Because of the school's athletic presence, they garner a lot of media attention throughout the state.

The school's Athletic Director (A.D.), although sports savvy, does lack business and marketing experience. He/she has asked you to develop a presentation to be given to him/her and the school administration about the advantages and disadvantages of implementing an aggressive licensing strategy. The school is aware of the school's strong brand identity and feels a licensing strategy will help them to sell more merchandise, ultimately increasing revenue for the school.

INSTRUCTIONS

The Athletic Director has asked you to brief him/her with an outline of your proposed presentation. The key points that should be emphasized in your presentation should include, but are not limited to:

- Overview of the concept of branding and how it relates to the school's athletics
- How branding can help the school in terms of visibility, increased revenues, and increased fan interest
- Explanation of the licensing process
- Examples of successful licensing arrangements that exist in the sports world as a frame of reference

You will have 30 minutes to prepare your ideas, and 15 minutes to present your informative presentation to the athletic director (judge), as well as answer any questions she may have.

STUDENT BENCHMARKS

1. Explain the concept of licensing and branding
2. Describe the benefits to businesses of licensing and branding
3. Understand the value licensing provides licensor
4. Provide examples of licensing to demonstrate ideas
5. Explain how branding and licensing can help generate revenue. Use effective communication skills to present ideas.