

NEW OLYMPIC SPORT PROJECT

Project Description

Choose a partner in class with whom to work with on this project. You are responsible for creating a new sport to be introduced as a competition at the next Olympic Games. You may choose either Winter or Summer Games. As part of this process, you will also be identifying potential sponsors for the new event. Be sure to include as many details as possible about your new sport and explain why you think the companies you selected would want to support the new event financially through a sponsorship. You will also need to present the information below from the project requirements.

What are some of the rules and why would this make a good Olympic sport/event? Identify the target market of your new sport/event, who is likely to be a fan of this event, and select appropriate sponsors with your target market in mind.

Project Requirements

1. What is your new sport/event?
 - What is it called?
 - Explain how it works (are there quarters, innings, etc.)
 - What are the rules?
 - Why would this be a good event for the Olympics?
 - Will people tune in to watch?
2. Who is the target market for this sport/event?
 - Demographics? (Age, income levels, education levels, gender, etc.)
 - Why will your event/game appeal to this particular group? Is a target market important to sponsors? To television networks?
 - Will others outside your target audience be interested in following your event or game? Why?
3. Identify potential sponsors for your new Olympic sport/event
 - Consider sponsor categories (cars, insurance, shoes, soft drinks, etc.)
 - Why would they be likely sponsors of your new sport/event?
 - Does it matter whether people are tuning in to watch this new event?
 - How will advertising play a role in sponsor development strategies?

Presentation

You will have 3 minutes to present your new sport/event to the class. You must use visual aids as part of your presentation as well as a written report to turn in. Remember, your new sport/event can be either for the Summer or Winter Olympic Games.