



## INSTRUCTIONS

Find a sports promotion on the Internet for an upcoming game or event (such as a Star Wars theme night or “Superhero” Night). Plan a game operations strategy based on the promotional theme using the questions below as a guide.

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## QUESTIONS

1. What specific promotion are you building a game operations strategy around?
2. What event variables will elevate the level of game attractiveness?
3. What specific elements of game entertainment will you incorporate into your plan?
4. How will your strategy assist ticket sales efforts?
5. How will your strategy assist sponsorship efforts?
6. How will your game operations strategy help to generate publicity for the game?
7. How will your strategy assist any customer service efforts?