



High School Football Fan Experience

SITUATION

Your principal has come to you and your partner, knowing you are both in the sports and entertainment marketing class. She has asked you to come up with a script for the Friday playoff game between your high school team, the Falcons, and your cross-town rival, the Bears. She wants to know the timeline of the game, who will be coordinating activities, who will be involved in the entertainment sequences throughout the game, who is involved with each and every promotion/activity and what the expected outcomes will be. She wants an event that will surprise and delight the attendees, fulfill obligations to any sponsoring businesses and energize the crowd as this will be the first time for a scripted, managed sports event with additional elements of game entertainment at your school.

As you develop your game script, keep in mind the importance of the fan experience.

INSTRUCTIONS

Develop a game script that incorporates all aspects of event entertainment, making sure to include all elements required to fulfill any sponsor arrangements.

You will have 30 minutes to prepare your plan, and 15 minutes to present your plan to the principal (judge).

STUDENT BENCHMARKS

1. Explain the need for a game script.
2. Create a detailed script that effectively manages the flow of the game.
3. Incorporate any and all obligations to sponsors from a fulfillment perspective.
4. Demonstrate an understanding of the fan experience.