

High School Football Game Entertainment Plan

SITUATION

Games have come a long way from the days when teams would just show up, play, and go home. Today sporting activities, from college to pro, are scripted productions from start to finish. The production, preparation, staffing, and promotion of these sporting events take place long before the actual game itself. Not surprisingly, this is a trend that has emerged at the high school level. Your teacher, who is also the school athletic director, has asked you to produce the next football game from start to finish.

INSTRUCTIONS

You are responsible for creating a game entertainment plan and outline the “script” for the game. As you develop your plan, keep in mind the importance of the fan experience. Your plan should also include pre-planning, promotion activities, entertainment, mascot involvement, p.a. announcements, band coordination, and any additional elements that will make the game the best possible experience for everyone in attendance.

Your ticket sales plan can be written and submitted to your teacher or presented to the class through a role play.

GUIDE / CONSIDERATIONS

1. What types of game entertainment will you plan to present at the game?
2. Will you need to coordinate any activities with the concessions and merchandise sellers?
3. Who will oversee and coordinate the game day process? Who will be involved?
4. What will you do to prepare for the event? Are you prepared for any “glitches” in the entertainment sequences?
5. Are you considering the overall fan experience in the development of your game entertainment plan?

EVALUATION STANDARDS

1. Create a comprehensive plan that addresses all aspects of game entertainment.
2. Carefully evaluate the overall experience and create a plan that enhances the experience.
3. Consideration of any potential risks...what to avoid, how to respond if/when things don't go as planned.
4. Development of a strategy that includes all aspects of what takes place at a game, from ticket sales, sponsorship and concessions to parking, promotions and merchandise.