

Name: _____

Lesson 3.2 / Lesson 3.5 / Lesson 9.1 / Lesson 10.1



Class Period: _____

Sports Career Consulting – Stadium Tour: The Fan Experience

In this lesson, you will learn:

- Define revenue and provide examples of revenue streams (Lesson 3.2)
- Recognize the impact sports facilities have on team revenues (Lesson 3.2)
- Understand and explain the concept of economic impact (Lesson 3.5)
- Describe the importance of ticket sales and the influence stadiums have on ticket and premium seat revenue along with the concept of Personal Seat Licenses (Lesson 9.1)
- Understand and explain the concept of fan experience (Lesson 10.1)

RESOURCES	QUESTIONS
STUDENT DISCUSSION 1 Discuss these questions with your classmates or with a partner.	<i>Estimated time: 5 mins</i> 1. Why do you think the owners of sports teams want new stadiums? 2. What factors might influence fan experience from a game day perspective at a NFL stadium? 3. How do you think stadiums might impact the economy of the local communities where they are located?
STUDENT LEARNING 2 <u>“Stadium Tour” – NFL Edition PowerPoint</u> View the “NFL Stadiums” PPT and review lesson 3.2, lesson 3.5, lesson 9.1, and lesson 10.1 in your textbook to help answer the questions.	<i>Estimated time: 40 mins</i> 1. What is revenue? 2. How do sports teams generate revenue? 3. How might new stadiums help a sports team to maximize revenue? 4. What is a Personal Seat License (PSL) and why do some new stadium projects sell them? 5. What is the fan experience? 6. When does the fan experience begin and what impact might a stadium have on the overall fan experience on game days? 7. How might stadium technology impact the fan experience? 8. What is economic impact? 9. How might stadiums impact local economies?
COMPREHENSION CHECK 3	<i>Estimated time: 10 mins</i> 1. TRUE/FALSE. Economic impact can be defined as the net change in an economy resulting from sport or entertainment event related activity.

	<ol style="list-style-type: none"> 2. TRUE/FALSE. Stadium technology does not impact the overall fan experience. 3. TRUE/FALSE. The inclusion of premium seating options like club seating and luxury suites provide sports teams with opportunities to generate revenue. 4. Which of the following represents an example of something that impacts the overall fan experience? <ol style="list-style-type: none"> a. Stadium technology b. Tailgating opportunities c. Variety of concessions (food & beverage) items offered at the stadium d. All of the above 5. List three examples of ways technology could improve the fan experience at a stadium.
<p>STUDENT ACTIVITY</p> <p>5</p> <p>SEE STADIUM TOUR: FAN EXPERIENCE ACTIVITY RUBRIC</p>	<p style="text-align: right;"><i>Estimated time: 2 hours</i></p> <p>Based on information from the previous slides, select an NFL team that you believe would benefit from either a new stadium or a renovation project. Then, develop preliminary plans for a new or renovated stadium. When your plans are complete, be prepared to present your ideas. You must convince officials in your city why the stadium project should be approved.</p> <p>Your stadium plan and presentation must communicate the following:</p> <ol style="list-style-type: none"> 1) How the stadium project will be financed 2) How the stadium project will result in an attendance increase 3) How the stadium project will impact the local economy 4) Description of technology that will be implemented as part of the stadium project 5) Overview of how the stadium project will improve fan safety and precautions from a health perspective amid concerns during the ongoing pandemic 6) Explanation of the concept of fan experience and description of how the stadium project will improve the overall fan experience <p>Your stadium plan and presentation should include, at a minimum the following details:</p> <ul style="list-style-type: none"> • Is this an indoor or outdoor stadium? • What is the stadium name (will it include naming rights)? • Where is the stadium located? • What is the stadium capacity? • What type of premium seating options will be featured at the stadium? <p>Your stadium plan and presentation must also include:</p> <ul style="list-style-type: none"> • A sketch, drawing, digital design, or physical model of what your stadium will look like