



## Sports Career Consulting Teacher Lesson Plan Guide – MiLB Name Game (Promotion)

### In this lesson, you will learn:

- Describe the concept of promotion
- Explain the different forms of promotion
- Recognize the trend of MiLB “rebrands” and food-themed event promotions
- **Activity:** Develop your own food-centric rebrand promotion strategy for a MiLB (real or imagined) in your community

RESOURCES	QUESTIONS
<p><b>DISCUSSION PROMPTS</b></p> <p><b>1</b> Discuss these questions with your classmates or with a partner.</p>	<p><i>Estimated time: 5 mins</i></p> <p><b>STUDENT ANSWERS WILL VARY</b></p> <ol style="list-style-type: none"> <li>1. What is promotion?</li> <li>2. Why do Minor League Baseball teams engage in promotions?</li> <li>3. Can you think of an example of a promotion you have seen from a sports team?</li> <li>4. What type of promotion might capture your attention in a way that you might consider attending a game or event?</li> <li>5. What is licensed merchandise? Have you ever purchased gear representing your favorite sports team? Was it “officially licensed”?</li> </ol>
<p><b>COMPREHENSION CHECK</b></p> <p><b>2</b></p> <p><u>Sports business concepts covered in this lesson plan:</u></p> <p>Students should read lessons 3.4, 6.1, 6.2, 6.4 and 7.6 in our textbook (SCC’s The Business of Sports &amp; Entertainment) to learn about the concepts covered in this lesson plan.</p>	<p><i>Estimated time: 30 mins</i></p> <ol style="list-style-type: none"> <li>1. What are industry trends? Industry trends are patterns that occur within a specific industry as they relate to pricing, costs, consumer behavior, manufacturing, promotions/sales strategies, distribution channels or any function of marketing.</li> <li>2. What is branding? Branding is the use of a name, design, symbol, or a combination of those elements that a sports or entertainment organization uses to help differentiate its products from the competition</li> <li>3. What is rebranding? Rebranding is the updating or creation of a new name, term, symbol, design, or a combination thereof for an established brand with the intention of developing a differentiated (new) position in the mind of stakeholders and competitors</li> <li>4. What is licensing? Licensing refers to an agreement which gives a company the right to use another’s brand name, patent, or other intellectual property for a royalty or fee</li> <li>5. What is promotion? Promotion is any form of communication used to inform, persuade, or remind people about company products or services</li> <li>6. What are the different forms of promotion? <ul style="list-style-type: none"> <li>• Sales promotions</li> <li>• On-Field promotions</li> <li>• Event promotions</li> <li>• Off-Site promotions</li> <li>• Full season promotions</li> <li>• Media promotions</li> </ul> </li> </ol>

## 3

**SEE “PROMOTIONS: MILB  
NAME GAME” ACTIVITY  
RUBRIC**

## STUDENT ANSWERS WILL VARY

1. Imagine you are a sports marketing consultant with an expertise in branding. The local Minor League Baseball team in your community has contacted you about the possibility of a food-themed rebrand for one game next season.
2. Based on what you know about promotion, would you advise that they move forward with the idea to rebrand with a food-centric theme for a game? More than one game? Why?
3. If you are recommending to the team that they move forward with the promotion, what would you suggest as a food item for the name change? Why? How does it represent the community? Will the community respond to the promotion in a positive way? How will the franchise benefit from the promotion? Be prepared to answer these questions in a presentation as you pitch your ideas to the franchise.

Your presentation should include the following:

- Describe what an industry trend is and how you, as a consultant, have monitored trends (establishing credibility and helping to support your recommendations)
- Explanation of the concepts of branding, licensing and promotion and how the franchise could benefit from the promotional rebrand
- Recommendation on how (or if) the team should proceed with a short-term food themed rebrand promotion
- Unveiling of your recommendation for a food-themed name along with sketches of a logo, hat and uniform that coincide with the temporary rebranding effort
- Description of your communications plan for raising awareness for the promotion along with strategies for getting the community involved to support the event
- Explanation of any other elements that will support the food rebrand event promotion (what activities will happen before the game, at the game, after the game etc. in conjunction with the name change – think “taco truck throwdown” in the Fresno Grizzlies turned Tacos example or auctioning the jerseys after the game with proceeds donated to charity)
- Explanation of the licensing process and determination of a licensed merchandise strategy to coincide with the promotion (detail a list of products that you will have available for sale)
- Description of your merchandising strategy (see lesson 6.4 in your textbook)