



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Product Service Management

SPORTS AND ENTERTAINMENT MARKETING SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the role of situation analysis in the marketing planning process
2. Generate product opportunities
3. Explain types of promotion
4. Coordinate activities in the promotional mix
5. Describe the nature of budgets

EVENT SITUATION

You are to assume the role of **Game Day Promotions Assistant** of the **Bay City Beavers**, a minor league baseball team in the small midwestern town of Bay City. The city has a population of approximately 37,000, and several more populated cities within 30 miles that draw fans to the stadium. Your **Director of Sales and Promotions, Mr./Mrs. Beasley**, (judge) has asked you to create a game day plan of activities to increase fan attendance and involvement.

Before the Beavers arrived in town in 1982, the only professional baseball team in Bay City was a team affiliated with the old Class D Association in 1905. The Beavers were a Class A affiliate of the Milwaukee Brewers from when the club joined the Midwest League in 1982 until the end of the 2004 season. The team was known as the Bay City Brewers (named after the parent club) through the 1994 season, when the club name then changed to the Beavers. The Beavers are now the Class A affiliate of the Oakland Athletics, and will remain with the Athletics through the 2014 season.

The Bay City Beavers are having an average season. Game attendance averages about 65 percent capacity. Recent exit surveys have indicated that the fans would like new activities to build excitement throughout the game. As a result of the market research, Mr./Mrs. Beasley, Director of Sales and Promotions (judge), is asking you (participant) to create a plan of activities and to include a budget for your activities.

As the Game Day Promotion Assistant, you (participant) should consider:

- The importance of fan involvement
- Developing an idea for a giveaway at the gate
- Identifying multiple inter-inning activities to get fans involved
- Creating a budget for your plan

You will present your plan and budget to the Director, Mr./Mrs. Beasley (judge) in a role-play to take place in his/her (judge's) office. Mr./Mrs. Beasley (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your plan and budget, and have answered his/her (judge's) questions, Mr./Mrs. Beasley (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of **Mr./Mrs. Beasley, Director of Sales and Promotions** of the **Bay City Beavers**, a minor league baseball team in the small midwestern town of Bay City. The city has a population of approximately 37,000, and several more populated cities within 30 miles that draw fans to the stadium. Your **Game Day Assistant** (participant) has created a game day plan of activities to increase fan attendance and involvement, and will present his/her ideas to you.

Before the Beavers arrived in town in 1982, the only professional baseball team in Bay City was a team affiliated with the old Class D Association in 1905. The Beavers were a Class A affiliate of the Milwaukee Brewers from when the club joined the Midwest League in 1982 until the end of the 2004 season. The team was known as the Bay City Brewers (named after the parent club) through the 1994 season, when the club name then changed to the Beavers. The Beavers are now the Class A affiliate of the Oakland Athletics and will remain with the Athletics through the 2014 season.

The Bay City Beavers are having an average season. Game attendance averages about 65% capacity. Recent exit surveys have indicated the fans would like new activities to build excitement throughout the game. As a result of the market research, you (judge) are asking the participant to create a plan of activities and to include a budget for his/her activities.

The participant should consider:

- The importance of fan involvement
- Developing an idea for a giveaway at the gate
- Identifying multiple inter-inning activities to get fans involved
- Creating a budget for the plan

The participant will present their plan and budget to you in a role-play to take place in your (judge's) office. You will begin the role-play by greeting the Game Day Assistant (participant) and asking to hear about his/her ideas.

During the course of the role-play you are to ask the following questions of each participant:

1. Are there any other factors other than creating engaging inter-inning activities or gate giveaways that you think would impact increasing fan attendance?

Possible answers:

➤ *Team performance, weather, sponsorships, ticket package incentives, etc.*

2. What are some ways that you could gather information from fans to better understand their interests?

Possible answers:

➤ *Talking with fans throughout the stadium before, during, and after the games.*

➤ *Sending out a survey to season ticket holders, creating an online survey for consumers to complete, etc.*

Once the Game Day Promotions Assistant (participant) has answered your questions, you will conclude the role-play by thanking the participant for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



**SPORTS AND ENTERTAINMENT MARKETING,
2015**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

INSTRUCTIONAL AREA: Product Service Management

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of situation analysis in the marketing planning process	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Generate product opportunities	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Explain types of promotion	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
4.	Coordinate activities in the promotional mix	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
5.	Describe the nature of budgets	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
6.	Reason effectively, use systems thinking, make judgments and decisions, and solve problems?	0-1-2-3	4-5-6	7-8	9-10	
7.	Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	
TOTAL SCORE						