



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Promotion

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 concept of market and market identifiers
2. Explain the nature of marketing plans
3. Explain the nature of the promotional plan
4. Coordinate activities in the promotional mix
5. Describe the nature of budgets

EVENT SITUATION

You are to assume the role of **Promotional Assistant** of the **Sunshine County 4-H Fair**. In 1920, four county-wide 4-H Clubs were formed as corn, dairy calf, sheep and baby beef clubs (these were the original 4 that made up the 4-H clubs in the county). In 1928, the 4-H Club movement was the largest in the State of Wisconsin. Township clubs were formed with over 700 (rural only) boys and girls. In 1930, the Sunshine County 4-H Fair was established on part of what is now the present fairgrounds site. The Sunshine County 4-H Fair was the first 4-H Fair in the United States and remains the largest youth fair to this day. The Sunshine County 4-H Fair is a non-profit association. The Board of Directors consists of four officers and nine directors. Three new directors are elected each year by the membership for a three year term. The Board of Directors is responsible for the operation of the Sunshine County 4-H Fair. The association has two year-round employees, one full time Entertainment, Events, and Promotions Director and two part-time Promotions Assistants. The fairgrounds are owned, operated and maintained by the County of Sunshine. The Fair Association has been given use of the grounds for the month of July each year for the purpose of operating a youth fair. The Fair's mission is to provide learning and leadership opportunities for the youth of Sunshine County.

The Sunshine County 4-H Fair runs for six days and six nights during the last week of July. Fairgoers can visit the barns with animals, exhibits of 4-H members' projects, many local vendors, and the carnival area which includes rides. The fairgrounds have one side stage for smaller entertainment and a main grandstand stage for the headliner entertainers. The side stage can have several performances each day, but the main grandstand stage has only one act each evening.

The Sunshine County 4-H Fair has a budget of \$200,000 for all of the entertainment acts at the Fair. The fair needs to provide entertainment that meets the interests of all of the fairgoers from age 1 to 95. Some of the entertainment acts are free with the price of admission to the fair. The headliner performances have a show fee in addition to the price of admission. **Mr./Mrs. Anderson, Entertainment, Events, and Promotions Director**, (judge) is asking you to create an entertainment promotional plan for next year's fair.

You should consider:

1. Identifying primary and secondary markets
2. Brainstorming various types of entertainment for each market
3. Developing the promotional mix for the entertainers/entertainment
4. Itemizing a budget for the entertainment

You will present your ideas to Mr./Mrs. Anderson (judge) in a meeting to take place in his/her (judge's) office. Mr./Mrs. Anderson (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented and have answered his/her (judge's) questions, Mr./Mrs. Anderson (judge) will conclude the meeting 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 **Entertainment, Events, and Promotions Director, Mr./Mrs. Anderson**, (judge) of the **Sunshine County 4-H Fair**. In 1920, four county-wide 4-H Clubs were formed as corn, dairy calf, sheep and baby beef clubs (these were the original 4 that made up the 4-H clubs in the county). In 1928, the 4-H Club movement was the largest in the State of Wisconsin. Township clubs were formed with over 700 (rural only) boys and girls. In 1930, the Sunshine County 4-H Fair was established on part of what is now the present fairgrounds site. The Sunshine County 4-H Fair was the first 4-H Fair in the United States and remains the largest youth fair to this day. The Sunshine County 4-H Fair is a non-profit association. The Board of Directors consists of four officers and nine directors. Three new directors are elected each year by the membership for a three year term. The Board of Directors is responsible for the operation of the Sunshine County 4-H Fair. The association has two year-round employees, one full time Entertainment, Events, and Promotions Director and two part-time Promotions Assistants. The fairgrounds are owned, operated and maintained by the County of Sunshine. The Fair Association has been given use of the grounds for the month of July each year for the purpose of operating a youth fair. The Fair's mission is to provide learning and leadership opportunities for the youth of Sunshine County.

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can have several performances each day, but the main grandstand stage has only one act each evening.

The Sunshine County 4-H Fair has a budget of \$200,000 for all of the entertainment acts at the Fair. The fair needs to provide entertainment that meets the interests of all of the fairgoers from age 1 - 95. Some of the entertainment acts are free with the price of admission to the fair. The headliner performances have a show fee in addition to the price of admission. You have asked your **Promotional Assistant** (participant) to develop a promotion plan for the entertainment of the fair to meet the interests of the primary and secondary markets.

The Promotional Assistant (participant) should consider:

- Identifying primary and secondary markets
- Brainstorming various types of entertainment for each market
- Developing the promotional mix for the entertainers/entertainment
- Itemizing a budget for the entertainment

The participant will present his/her promotional plan to you in a meeting to take place in the your (judge's) office. You (judge) will begin the meeting by greeting the participant and asking to hear his/her ideas.

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

1. In addition to your new promotional plan, what challenges do you foresee having to overcome to meet the interests of the target markets?

Possible answers:

- *Ticket prices given the state of the economy, costs of the various entertainers, attracting the talent to the local fair, costs associated with the promotional activities, etc.*

2. What role do you feel technology will play in the development of your new promotional plan?

Possible answers:

- *Social media, advertising, etc. Technology will vary based on the participants' target market*

3. What is your time frame for implementing elements of your promotional plan prior to the fair?

Possible answers:

- *Student should explain when the promotional campaign will start prior to the start of the fair. (For example, one year prior, ABC will be done. Nine months prior, we plan on doing XYZ, etc.)*

Once the Promotions Assistant (participant) has answered your questions, you will conclude the meeting 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: Promotions

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the concept of market and market identification	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
2.	Explain the nature of marketing plans	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15-16	
3.	Explain the nature of the promotional plan	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						