



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Promotion & Product/Service Management

SPORTS & ENTERTAINMENT MARKETING 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. Identify product opportunities
2. Explain the types of promotion
3. Coordinate activities in the promotional mix
4. Explain the concept of market identification
5. Explain the nature of product/service branding

EVENT SITUATION

You are to assume the role of PARK MANAGER of SUNSET PARK, an outdoor entertainment park area. Mr./Ms. Thomas, the City Council President (judge), has come to you with a request. The council members have noticed the park is heavily used during the summer on weekdays, is rarely used on weekends, and in fall, winter, and spring the park is very slow with activity.

Sunset Park is located in a downtown area of the city of Manawa (population 41,000) and is owned and operated by the city. Sunset Park has:

- a five hundred seat amphitheater
- a softball field
- two sand volleyball courts
- a walking/jogging loop that is ½ mile in length
- a large roofed farmer's market (up to sixty vendors)
- a heated/cooled pavilion with tables and chairs that seats up to 200 people
- a large children's playground

Sunset Park has free summer concerts at the amphitheater every Thursday, a busy farmer's market Wednesday and Saturday mornings (June-Oct), children's games/sports Monday through Thursday all summer, and senior citizen yoga on Monday and Wednesday mornings (April-Oct).

The council has decided they would like to increase revenue by renting out the facilities more often. The council has done some research with their districts and they have found that:

- 1) Many people did not realize all that Sunset Park had to offer
- 2) Few people realized they could rent the facilities for family or business group activities

The council would like you, the park manager (participant) to create the following to increase interest for the park:

- Develop a brand/image for Sunset Park that appeals to a variety of market segments
- Coordinate promotional activities to get local residents to rent the facilities (Identify specific markets: family, business events, other)

One issue which the council president (judge) is worried about is the fact that two of the council member's city districts are next to the park. The residents in those two neighborhoods are worried if the park gets too busy the noise and traffic will be too much for their streets to handle. The council president (judge) thought it would be nice to give a special promotional deal for the residents living next to the park.

You will present your ideas to Mr./Ms. Thomas, the council president (judge), in their office. The council president will start the meeting by asking to hear your ideas for the park. After your ideas are presented and the council president has asked their questions, they will thank you for your time.

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./Ms. Thomas, CITY COUNCIL PRESIDENT of the city of Manawa (population 41,000). You have come to the Park General Manager (participant) with a request from the city council. The council members have noticed the park is heavily used during the summer on weekdays, is rarely used on weekends, and in fall, winter, and spring the park is very slow with activity.

Sunset Park is located in a downtown area of the city of Manawa (population 41,000) and is owned and operated by the city. Sunset Park has:

- a five hundred seat amphitheater
- a softball field
- two sand volleyball courts
- a walking/jogging loop that is ½ mile in length
- a large roofed farmer's market (up to sixty vendors)
- a heated/cooled pavilion with tables and chairs that seats up to 200 people
- a large children's playground

Sunset Park has free summer concerts at the Amphitheater every Thursday, a busy Farmer's market Wednesday and Saturday mornings (June-Oct), children's games/sports Monday through Thursday all summer, and Senior Citizen Yoga on Monday and Wednesday mornings (April-Oct).

The council has decided they would like to increase revenue by renting out the facilities more often. They have done some research with their districts and they have found that:

- 1) Many people did not realize all that Sunset Park had to offer
- 2) Few people realized they could rent the facilities for family or business group activities

One issue you are worried about is the fact two of the council member's city districts are next to the park. The residents in those two neighborhoods are worried if the park gets too busy the noise and traffic will be too much for their streets to handle. You thought it would be nice to give a special promotional deal for the residents living next to the park.

The council would like the park manager (participant) to create the following to increase interest for the park:

- A brand/Image for Sunset Park
- Promotion ideas to get local people to rent the facilities for their family and/or business events

The park manager (participant) will present their ideas to you in your office. You will start the meeting by asking to hear the manager's ideas for the park. After their ideas are presented and you have asked your questions, you will thank them for their time.

Judge Questions/Possible Solutions:

During the course of the meeting you are to ask the following questions of all participants:

1. What will happen if we get too busy and crowded at the park?

Possible Solution: This would be a good problem to have...We would talk and/or survey the neighbors (better/more promotional deals for them) Possibly, explain their taxes will go down if the park can generate enough revenue

Possible Solution: Possibly some comments about crime going up because of the increase of use. (Security related answers)

2. Why did you target the specific customers you did with your promotions?

Possible Solution: These will vary but they should involve family and local business groups' place/involvement in the community.

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 & ENTERTAINMENT MARKETING,
2017**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

**INSTRUCTIONAL AREA: PROMOTION &
PRODUCT/SERVICE MANAGEMENT**

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify product opportunities	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the types of promotion	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Coordinate activities in the promotional mix	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of market identification	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain the nature of product/service branding	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						