



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Management

INSTRUCTIONAL AREA
Channel Management/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. Coordinate channel management with other marketing activities
2. Explain the concept of marketing strategies
3. Explain the role of promotion as a marketing function
4. Participate in community outreach activities
5. Choose appropriate media vehicles for sport/event

EVENT SITUATION

You are to assume the role of TICKET SALES MANAGER for the NORTHWOODS COUNTRY FAIR. Your fair runs annually the second week in July for six days. The Northwoods Country Fair is known for some great grandstand acts, live entertainment, amusement rides, various agricultural exhibits, and many food and drink concessions.

The manager, Mr./Ms. Flanders (judge), of the touring “TMX Professional Bicycle Stunt Team” has asked you the best way to market and distribute tickets to their “new” secondary market. This market is parents and grandparents (35-60 years old) of their current primary market which is pre-teens and young adults (8-24 years old).

The TMX team will be performing daily during the six days of the fair. They will be at main grandstand which seats up to 3000 people. Tickets are needed to see any grandstand show and are \$10 for bleacher seats and \$20 for the front ten rows of chairs. Your fair and the TMX group split all ticket sales 50/50 (50% for the fair and 50% for the TMX team).

Daily attendance at the fair ranges from 8,000 to 15,000 visitors. These customers are of all ages but the primary market for the fair is rural residence within forty miles. There are three small cities of 25,000 to 45,000 in population located in that geographic region along with ten small towns 1000-3000 in population.

Mr./Ms. Flanders knows from past experiences their primary market (8-24 yrs. old) will fill approximately 25% of the main grand stand at your venue. Many of this target group buys tickets to multiple shows. The tour manager is willing to work with you on ideas for sales promotions and ticket distribution ideas to area groups that fit their “new” secondary market of (35-60 yrs. old). This group of customers may or may not already be customers of the fair. Due to ticket prices being relatively inexpensive, Mr./Ms. Flanders has requested to keep the marketing budget reasonably small. The tour manager has requested sales promotions, “specials,” and public relations activities to increase ticket sales and distribution. Also, any media used should be focused on early July.

You will present your ideas and recommendations to Mr./Ms. Flanders in a meeting to take place in their office. The tour manager will begin the meeting by greeting you and asking to hear your ideas. After you have presented your recommendations and have answered the tour manager’s questions, they 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, MR./MS. FLANDERS, Tour Manager for the TMX PROFESSIONAL BICYCLE STUNT TEAM. You have asked the Ticket Sales Manager (student participant) of the Northwoods Country Fair for ideas to promote and distribute tickets to your team's "new" secondary market which is (35-60 year old) parents and grandparents. Your team performs daily at the Northwoods Country Fair for a six-day engagement the second week in July.

Your team will be at the main grandstand which seats up to 3000 people. Tickets are needed to see any grandstand show and are \$10 for bleacher seats and \$20 for the front ten rows of chairs. The fair and your TMX group split all ticket sales 50/50 (50% for the fair and 50% for the team).

Daily attendance at the fair ranges from 8,000 to 15,000 visitors. These customers are of all ages but the primary market for the fair is rural residence within forty miles. There are three small cities of 25,000 to 45,000 in population located in that geographic region along with ten small towns 1000-3000 in population.

You know from past experiences your primary market (8-24 yrs. old) will fill approximately 25% of the main grand stand at the venue. Many of this target group buys tickets to multiple shows. You are willing to work with the Ticket Manager (student participant) on ideas for sales promotions and ticket distribution ideas to area groups that fit your "new" secondary market of (35-60 yrs. old). This group of customers may or may not already be customers of the fair. Due

to ticket prices being relatively inexpensive, you have requested to keep the marketing budget be kept reasonably small. You have also requested sales promotions, “specials”, and public relations activities to increase ticket sales and distribution. Also, any media used by the Ticket Manager (student) should be focused on early July.

The Northwoods Country Fair Ticket Manager (student participant) will present their ticket distribution and promotion ideas to you in a meeting to take place in your office. You will begin the meeting by greeting the Ticket Manager and asking to hear their ideas and implementation possibilities.

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

1. Should we focus on the current fair customers or new markets? Why?

a. Possible Solutions:

- *Current fair customers due to cost savings*
- *Current fair customers due to families and groups already at the fair*
- *Outside of the fair ONLY if there is a reasonable budget to back the idea*

2. Are the media types you used too expensive for our limited budget?

a. Possible Solutions:

- *The media we chose will target our market and we will only spend money on the most cost efficient*
- *Increased ticket sales will off-set the cost of “extra” media spending. Example: If we sell 300 additional tickets @ \$10/each= \$3,000 in additional sales. Fifty targeted radio ads @\$20/spot= \$1,000 spent. The student should compare sales figures to possible media costs and types used.*

3. Why would “older” customers want to attend this event?

a. Possible Solutions:

- *Family or Group activities at a “discount” price*
- *“New and exciting” angle*
- *Great seats for a reasonable price*

Once the participant team has answered your questions, you will conclude the meeting by thanking the participant team for their 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.

Performance Indicator Information

1. **Coordinate channel management with other marketing activities:** The student should mention the possible method(s): Direct (face to face or to the consumers house), Indirect (Retail store or outlet), or combinations and why.
2. **Explain the concept of marketing strategies:** This may include target marketing to a specific group, promotional activities working toward objectives, and/or financial costs versus income
3. **Explain the role of promotion as a marketing function:** How promotion will be used to match the image, current sales, and creation of interest in the event. Also, the "mix" of advertising, sales promotions, public relations, and possibly merchandising or personal selling.
4. **Participate in community outreach activities:** Public Relations including charity, groups, and other "special" individuals who would be interested and benefit from the event. Also, how it will create a better image for the Fair AND the TMX team.
5. **Choose appropriate media vehicles for sport/event:** Some media choices may include: Local Radio (sports shows, games, events, etc.), Outdoor (billboards/panels outside sports and entertainment venues), Print (Newspapers and local periodicals - sports and entertainment sections.) Probably no TV due to cost, BUT if a ticket sales/giveaway package is put together it may work.



**SPORTS AND ENTERTAINMENT MARKETING
SERIES, 2018**

Participant: _____

I.D. Number: _____

**JUDGE'S EVALUATION FORM
DISTRICT EVENT**

INSTRUCTIONAL AREA
Channel Management/Promotion

Did the participant:

		Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS					
1.	Coordinate channel management with other marketing activities	10-11	12-13	14	
2.	Explain the concept of marketing strategies	10-11	12-13	14	
3.	Explain the role of promotion as a marketing function	10-11	12-13	14	
4.	Participate in community outreach activities	10-11	12-13	14	
5.	Choose appropriate media vehicles for sport/event	10-11	12-13	14	
21st CENTURY SKILLS					
6.	Reason effectively and use systems thinking?	4	5	6	
7.	Make judgments and decisions, and solve problems?	4	5	6	
8.	Communicate clearly?	4	5	6	
9.	Show evidence of creativity?	4	5	6	
10.	Overall impression and responses to the judge's questions	4	5	6	
TOTAL SCORE					

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 70-89th 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 50-69th percentile of business personnel performing this performance indicator