

November 3, 2014

Dear Parents & Students,

The 12th ANNUAL DECA SPORTS & ENTERTAINMENT CAREER DAY with the Miami Heat is back! We believe it will help educate your child and give them an unforgettable sports marketing experience. As two-time World Champions, the Miami HEAT has continued to be the hottest ticket in South Florida.

Date of Trip: Friday, January 30, 2015

Below are six components for this exciting Sports Marketing Event:

1. **Depart via Motor coach bus to American Airline Arena (AAA)** – Depart MHS at 10:30 am to downtown Miami (after 4th hour class). We will take a guided tour behind the scenes to observe and learn about the Miami Heats marketing department. (bring a bag lunch to eat on the way)
2. **The tour and seminar: 1:15-4:00**
 - Hear from Heat executives, ask questions and receive behind the scenes tour of the AAA, learn the principles of sports marketing and find out how they run a professional sports franchise.
3. **Visit Bayside Shops: 4:00- 5:00**
 - **Visit the shops of Miami's exciting Bayside Marketplace** (extra spending money needed!)
4. **Dinner at Hard Rock Café: 5:00 – 6:00**
 - Our group will individually choose one of the following food items: a Burger/cheeseburger, Grilled chicken sandwich, veggie burger, Caesar salad with or without chicken, pulled-pork sandwich. All meals include French fries, beverages, dessert, tax and gratuity.
5. Head back to the **AAA to watch teams warm-up** (before the game)
6. **Watch NBA Game: Heat VS Dallas Mavericks** (approximate time 7:20-10:00)
 - Dwayne Wade, Chris Bosh and the Miami HEAT take apart the Dallas Mavericks.
7. **Charter bus returns back to Monarch HS-** Please arrive at Monarch approx. 10:30 – 11:00 pm
Please don't be late picking up your son/daughter as students & teachers will be tired!

If you are interested in your child attending, must fill out the Interest response sheet and return back to Mr. Kennedy asap.

Price: \$65.00 (online sales only!)
Limited to the first 40 paid Deca members! Deadline- Friday, Nov. 21

Price includes: R/T motor coach bus transportation (1) Heat Ticket a 400-level seating and dinner at Hard Rock Café = \$65.00

I give my child _____ permission to attend the Miami Heat Career Day on Jan. 30th.

Print Parent Name _____ Student Name _____ Marketing Class Hour _____

Contact teacher/Deca advisor: Greg Kennedy for any questions gregkennedy@browardschools.com