

Sports and Entertainment Promotion Plan Event- SEPP Tips STEPS 2 & 3

Note: Use your Marketing Essentials book for helpful tips for completing all sections of your Deca manual.

Step 2- Description of Company/ Organization- Include corporate information, history, facts about Sports Team or selected Stadium.

Step 3- Objectives- What the promotional campaign is to accomplish

List 4-5 objectives and explain how you will implement each objective. See examples.

Ideas for “Objectives” for your Sports Marketing Project include:

- #1- Increase Ticket Sales for stadium seating by 4%.
- Promote team website and use Social Media.
- Create an exciting “theme name” promotion for our event.
Example- “Legends Day at the Park.”

Other ideas for “Objectives” may include:

- Increase **beverage concession sales** at the stadium.
- **Online Contest promotion** to win game tickets to an upcoming game.
- Promote **Team Visa card** to promote Fan Awareness.
- Upsell “*Luxury Suite box*” sales to our fans.
- Promote our “*Online Customer reward Program*” to reach out to our customer fan base.
- Create excitement with our customers by offering **consumer promotions**, such as coupons and premiums (low cost give-a-ways).
- **Download Team APP** on your cell phone
- Promote **merchandise apparel sales** at the stadium.

Next, explain how you will implement the promotions you’ve selected.

Examples: On select nights we will offer our fans special 20% discount on select team apparel and merchandise to those who use their app and attend a particular game.

Grading Rubric Key- SEPP- Steps 2 & 3

If you received an “X” next to any of the following parts, you are lacking detailed info. You can earn extra points if you make the corrections and show me on your laptop within 2 day! (Must attach original copy of your manual)

___ Did not type your name, class hour and Event- SEPP at the top of paper.

___ Step 2 – Description of the stadium or sports team lacks adequate detail

___ Step 3- Objectives of the Campaign did not include 4-5 realistic ideas.

TIPS FOR STEP 4
Sports Marketing - SEPP

TIPS FOR STEP #4
Sports and Entertainment Promotion Plan Campaign

(Turn-in a minimum of 2-typed pages)

Note: download Tips for Identifying Your Target Market!!

Are you promoting the team or the stadium for concerts? If promoting the team then include a chart with all home games for the current season. Example:

Miami Dolphins “home game” season schedule 2012 @ Sun-Life Stadium

Week 2: 9/16	VS Oakland Raiders	Week 12: 11/25	VS Seattle Seahawks
Week 3: 9/23	VS NY Jets	Week 13: 12/2	VS New England Patriots
Week 6: 10/14	VS Tennessee Titans	Week 15: 12/16	VS Jacksonville Jaguars
Week 10: 11/11	VS St. Louis Rams	Week 16: 12/23	VS Buffalo Bills

Tip- You may focus your Sports Marketing campaign on the entire “home season” or simply on a single game, against a particular team.

A. Special Events

Examples of special Events for Sports Marketing include: (Include any 2-examples)

- **Online Loyalty Marketing Programs-** Get customers email for special discounts/savings.
- **Photo opportunity for autograph signing-** Meet player from team (name him/her) at a retail store for a special autograph signing opportunity. Pick a date for this event. Not to interfere with game night!
- **Theme Night-** Create a theme night geared for the game or upcoming holiday. (Explain what it is in detail.)
- **Drawing-** Win **VIP Skybox Seating** for 4-individuals on game night. The winners will be announced during the 1st quarter of the game. \$800 value!
- **Online Contest-** go online to answer a team trivia question and win an expense paid trip to an upcoming game on the road. Includes airfare, hotel, meals and game ticket for 2-fans. (Identify the city and team they will play!)

B. Advertising- See ch. 19 Mkt. Essentials book pgs. 404-407.

Examples include: Social Media, direct mail flyers, Sun-Sentinel newspaper, Outdoor Billboards, Bus Transit, Radio, and Cable TV.

Select 3-4 forms of advertising to use for your promotion. Include dates and locations for your advertising. You might also want to include a chart and label accordingly.

Example:

Advertising Media	Date	Location and/or description
1. Sun-Sentinel newspaper	Saturday Dec. 1 st thru 5th	Promote upcoming game.
2. Y-100 radio advertising	Week of December 1 st . To be aired 20 times during the week.	Our target market (Generation Y) listens to this hip radio station.
3. Online Advertising	Entire month of promotion	We want to reach customers living in South Florida area

C. Display- see pgs. 382-387 for helpful ideas on how to display product to your customers.

Stadium entrance- Use of banners and electric signage.

Lighting and Sound- Explain how you will promote team inside stadium.

Marquee- This is the store sign on the outside displaying the Stadium or Team name.

Music in stadium- Explain the atmosphere you want to create.

In-store signage- Tied-in with your promotion?

Ex: Make a large banner with the Theme Name. Ex: Miami White Campaign.

Electronic message board- seen inside the stadium.

D. Publicity- ex: press releases sent to various medias. Examples include:

- Team players visit Joe DiMaggio Children's hospital.
- Team Players handout frozen turkeys outside stadium on a Saturday morning 1-week before Thanksgiving holiday.

5. RESPONSIBILITY SHEET (assigned positions and activities)

Tip- Go back and review the Special Events you included in your manual and simply assign responsibilities within the marketing department. (include 5 examples). **Use a Chart!**

<i>Marketing Job Titles</i>	<i>Job Duties</i>
Marketing Director	Oversees all aspects of Sports Marketing Promotion from budget to all Special events.
(2) Advertising Dept.	Oversees ad media selection for team.
(6) Sales Department	Oversees all promotions for give-a-ways and special promotions.
(2) Community Relations	Responsible for charity event- Joe DiMaggio Childrens hospital event.

6. Budget

-Detailed projections of actual cost, section 4- parts A thru D. (Special events/ Advertising/ Display/ and Publicity)

Using Kennedy's *Tips for Advertising Costs*-posted on his teacher webpage!

- Use a table or chart to calculate your expenses and explain or show

Example

Advertising Media	Cost
A. Special Events/ Online Contest Airfare, hotel lodging, meals, and ticket for 2-adults to game in Buffalo, NY	\$3,500
B. Advertising- Radio <ul style="list-style-type: none"> • We will advertise our sale on FM radio station Y-100, attracting the South Florida market. • Sun-Sentinel Newspaper • Aerial advertising- airplane flying over beach for 2-weeks. 	\$1,300 x 20 spots = \$26,000 \$600 x 4 weeks= \$2,400 \$1,200 x 15 days= \$18,000
C. Display- Electronic Message board (inside stadium)	(No charge) We own the board!
D. Publicity- We estimate a budget of \$12,000 for turkeys to handout to low-income families.	\$12,000
TOTAL ADVERTISING MO. BUDGET	\$61,900

TIPS FOR STEPS 7, 8 and 9

SEPP

* At the top of your paper handwrite your name, date and Event- Sports and Entertainment Promotion Plan- SEPP

* Bold and number each section title (see below)

7. Statement of Benefits to the Client/Advertiser

- Give 4-5 specific reasons why your company needs to approve this Sports and Entertainment Promotion..
- Tip- Use the word **Brand**. This is a name, term, design, or symbol that identifies a business or organization and its products. Example- Coca-Cola or McDonalds.

Example- An important goal for implementing this Sports Marketing campaign is to increase sales and exposure for the stadium, while promoting the brand name of our team (Miami Dolphins).

(See Chapter 31- Branding Elements & strategies for additional tips)

- See Importance of **Brands in Product Planning** on page 656
- **Branding Strategies** on pages 658-9.
- **Product Positioning- see pages 645-7**

8. Bibliography

Make sure you list all citations from books, periodical articles, internet research and personal interviews.

- Site store manager /contact person who assisted you with your manual.
- Specific websites and search engines
- Marketing Essentials book- Cite specific chapters
- Mr. Kennedy- Deca Advisor for Weekly tips and suggestions
- Recommend using minimum 5 sources of research in your bibliography.

Example:

1. Interview with Bill Stumper, Computer Programmer for BR Data Software Retail
www.brdata.com/company/index.asp
2. Marketing Essentials Book, Ch. 19- Advertising Media
Marketing Essentials Book Ch. 17- Types of Promotion
Ch. 18- Display Features

11. Appendix (optional)

Include in an appendix any exhibits appropriate to the written entry but not important enough to include in the body. Examples might include photos of company or of team members working on this project onsite. Other options include emails or letters.

(next page provides tips for turning-in your entire manual including Step 1- Executive Summary)

TURNING-IN YOUR COMPLETING DECA MANUAL Worth 80 points

- | | |
|--|---|
| <p>(11-Page Manuals)</p> <ul style="list-style-type: none"> • Entrepreneurship Participating | <p>(30-Page Manuals)</p> <ul style="list-style-type: none"> * Marketing Research Events |
|--|---|

- Entrepreneurship Franchising * Entrepreneurship Written
- Advertising Campaign
- Fashion Promotion Plan * Community Service
- Public Relations Campaign

Executive Summary

This is simply an overview of your entire marketing project. This must be single-spaced and include all sections from your paper. Bold sections titles in summary and entire paper. Example-

Introduction Self-analysis location Advertising Budget

Table of Contents- The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Title Page- Center document and include: (double space)

Name of Competitive Event
Name of your proposed business
Monarch High DECA Chapter
5050 Wiles Road
Coconut Creek, Florida
Participant's name
Current Date

Prior to turning-in your completed paper make sure you have the following steps completed:

1. Go to www.deca.org and read and follow the Checklist standards pertaining to your paper. Points will be deducted for any steps missing.
2. The body of the written entry must be limited to 11 numbered pages, not including the title page and table of contents page. Note- see above list of 30-page manual list.
3. The pages must be numbered in sequence, starting with the executive summary.
4. Your typed entry must be double-spaced with the exception of the Executive Summary, which is single-spaced.
5. Make sure you **bold** each of your headings and underline your sub-headings throughout paper.
6. Manuals must flow with no empty “white space” between sections.
7. Make sure your paper follows the sequence outlined in the guidelines checklist.
8. Pick-up and sign the Statement of Assurance sheet. This form must be placed on the 2nd page of your paper.
9. (Important) Ask your English teacher to proofread your completed DECA manual and check for proper sentence structure and word usage.