



OCCUPATIONAL CATEGORY
Sports and Entertainment Marketing
Series

INSTRUCTIONAL AREA
Promotion

Yours → **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 give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain the role of promotion as a marketing function.
2. Identify the elements of the promotional mix.
3. Coordinate community outreach projects.
4. Coordinate activities in the promotional mix.
5. Select strategies for maintaining/building fan support.

EVENT SITUATION

You are to assume the role of special promotions manager for the DRAGON professional football team. Your team owner (judge) has asked you to outline promotional strategies to increase fan interest and attendance at DRAGON home games.

The DRAGON professional football team is located in a major city with a large television audience. Naming rights for the new 80,000-seat stadium have been sold to a major airline. The DRAGONS did not have a successful football season last year, winning only two games. A new coach and a successful draft are rays of hope for a better future. Unfortunately, fans have lost interest in the team, and ticket sales are not up to par.

The DRAGONS' team owner (judge) has asked you to develop special promotions to increase season tickets sales and to develop more fan loyalty throughout the entire season. You have been asked to also create special promotions to capture the interest of fans in different age groups.

You will present your ideas to the team owner (judge) in a role-play to take place in the team owner's (judge's) office. The team owner (judge) will begin the role-play by greeting you and asking to hear your promotional ideas. After you have explained your promotions and have answered the team owner's (judge's) questions, the team owner (judge) will conclude the role-play by thanking you for your work.

Judges
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 owner of the DRAGON professional football team. You have asked your special promotions manager (participant) to outline promotional strategies to increase fan interest and attendance at DRAGON home games.

The DRAGON professional football team is located in a major city with a large television audience. Naming rights for the new 80,000-seat stadium have been sold to a major airline. The DRAGONS did not have a successful football season last year, winning only two games. A new coach and a successful draft are rays of hope for a better future. Unfortunately, fans have lost interest in the team, and ticket sales are not up to par.

You have asked your special promotions manager (participant) to develop special promotions to increase season tickets sales and to develop more fan loyalty throughout the entire season. You have asked the special promotions manager (participant) to also create special promotions to capture the interest of fans in different age groups.

The special promotions manager (participant) will explain the promotion plan to you in a role-play to take place in your office. You will begin the role-play by greeting the special promotions manager (participant) and asking to hear about his/her promotions.

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

1. What community events do you think will win greater fan loyalty? Why?
2. What special promotion will you implement to sell out the stadium for the opening home game of the season?
3. What are your specific goals for the promotional strategies that you implement?

Once the special promotions manager (participant) has described the promotional strategies and has answered your questions, you will conclude the role-play by thanking the special promotions manager (participant) for his/her work.

You are not to make any comments after the event is over except to thank the participant.