

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Class Period: \_\_\_\_\_



## Fantasy Sports 2021 -Student Activity Packet

### IN THIS LESSON YOU WILL LEARN

- Identify factors that contributed to the growth of the sports and entertainment industry
- Understand the concept of “fandom” and its importance to the business of sports and entertainment
- Recognize specific milestones relevant to industry growth
- Describe market segmentation
- Understand the concept of fan engagement
- Understand some of the social issues that impact the business of sports and entertainment

RESOURCES	QUESTIONS
<b>DISCUSSION PROMPTS</b>  <b>1</b> Discuss these questions with your classmates or with a partner.	<i>Estimated Time: 15 minutes</i>  <ol style="list-style-type: none"><li>1. Do you participate in fantasy sports? If so, does your participation impact how you watch a game?</li><li>2. If you were a marketing professional working for a brand like Mtn Dew or Doritos, how might you be able to tap into the popularity of fantasy football to connect with consumers? Why might that be important?</li><li>3. Why do you think brands want to learn as much about consumers as they can?</li></ol>
<b>STUDENT ACTIVITY</b>  <b>2</b> <a href="#">Fantasy Sports BTN-PPT</a>  Use this PPT to help examine the impact of fantasy sports on the NFL and the conversation surrounding gambling and sports.	<i>Estimated Time: 15 minutes</i>  <ol style="list-style-type: none"><li>1. How do you think the growth of fantasy football has impacted the National Football League (NFL)?</li><li>2. Do you think fantasy football should be considered gambling? Do you think daily fantasy sites like FanDuel or DraftKings should be legal? Should gambling be legal? Why or why not?</li><li>3. How might the NFL benefit from legalized gambling?</li><li>4. What are ethics?</li><li>5. Do you think it is ethical for the NFL to benefit from legalized gambling?</li></ol>
<b>EXPANDED DISCUSSION</b>  <b>3</b> Please refer to lesson 1.2 (industry growth and fandom), lesson 1.6 (where are we now?) and lesson 2.7 (reaching consumers/fan engagement) in SCC's	<i>Estimated Time: 20 minutes</i>  <ol style="list-style-type: none"><li>1. What is fandom and why is it an important sports and entertainment business concept?</li><li>2. What is a superfan? Do you know anyone you would consider to be a superfan?</li><li>3. Identify factors that contributed to the growth of the sports and entertainment</li></ol>

<p>textbook (The Business of Sports &amp; Entertainment) and/or individual unit outlines for more on each of these concepts.</p>	<p>industry.</p> <ol style="list-style-type: none"> <li>What is market segmentation? How do sports and entertainment marketing professionals segment the market?</li> <li>What is fan engagement? Why is it important for the NFL and its teams to develop fan engagement strategies?</li> </ol>
<p><b>COMPREHENSION CHECK</b></p> <p><b>4</b></p>	<p><i>Estimated Time: 15 minutes</i></p> <ol style="list-style-type: none"> <li>What is fandom and why is it an important sports and entertainment business concept?</li> <li>Identify three factors that contributed to the growth of the sports and entertainment industry.</li> <li>Which of the following most closely describes what Fandom is? <ol style="list-style-type: none"> <li>A place where fans gather</li> <li>A subculture of fans</li> <li>A character from a movie</li> <li>None of the above</li> </ol> </li> <li>TRUE OR FALSE: Fans who go to extremes to show their loyalty to their favorite team, athlete, band, actor or other celebrity are often referred to as “superfans”.</li> <li>How might the COVID-19 pandemic impact the growth of the sports and entertainment industry?</li> <li>What is fan engagement? Why is it important for the NFL and its teams to develop fan engagement strategies? What is an example of one way a NFL team might have tried to keep fans engaged during the pandemic?</li> </ol>
<p><b>STUDENT ACTIVITY</b></p> <p><b>5</b></p>	<p><i>Estimated Time: 1 hour</i></p> <p>Imagine you are a marketing executive working for your favorite NFL franchise. You have been asked to develop a fan engagement strategy to help the team connect with fans during a pandemic with a lot of uncertainty leading up to the season.</p> <p>You will need to address the following in your report:</p>

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|  | <ol style="list-style-type: none"><li>1. What is fan engagement?</li><li>2. Why is fan engagement important?</li><li>3. What is fandom?</li><li>4. What are superfans?</li><li>5. How can the concept of fandom help to elevate levels of fan engagement for your franchise?</li><li>6. What will you do to engage fans?</li><li>7. How will the franchise benefit from your fan engagement strategy in the short term (before the season starts)?</li><li>8. How might your fan engagement strategy change once the season begins (if at all)? Why?</li><li>9. How will the franchise benefit from your fan engagement strategy in the long term (future seasons)?</li></ol> |
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