

SBP Tip Sheet

Sports Business Program Tip Sheets

Refer to your tip sheets early and often to help guide you as you begin to build your very own Sports Business Program at your school.

Careful attention to detail will be the key to the game, helping you to develop an effective and highly successful events and entertainment program.

Your subscription content offers a lot of resources to tap into and can inspire you and your students to innovate and come up with new, fresh ideas that will energize your community. It is important that you don't create exact replicas of the samples and templates we provide, but rather use these as a launching pad to build your own unique content and marketing strategies to promote school events and entertainment.

Most importantly, have fun with the process. Your students will learn far more about the business of sports and entertainment as they work through your program than they could ever learn from a textbook. For those students interested in pursuing a career in the industry, the experience they gain with you and your class will help to put them on the path to success as they begin to gain valuable experience at a very grassroots level.

Good luck!

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Six Simple Steps

The SBP will help you to successfully create the infrastructure for your school athletics, entertainment and events to generate revenue while creating a fun learning experience for your students with these Six Simple Steps.

Step One: Identify School Assets

Step Two: Skills Assessment & Group Assignments

Step Three: Train Students with Activities and Training Modules

Step Four: Apply Sports Business Model to Your Athletic Department

Step Five: Develop School Goals

Step Six: **Game Time!** Put Plan Into Action

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Start-Up Checklist

- ☐ Talk with your school Athletic Director and any coaches that will be affected by the marketing of their sport. Garnering the support of those individuals can and will have a tremendous influence in building a solid foundation for your program.
- ☐ Determine which groups / teams (ticket sales, sponsorship sales, marketing, publicity, branding, event operations, merchandise, concessions and parking) to initially implement. Be sure to work through the student self-assessment as well.
- ☐ Review each and become familiar with each Training Module before assigning them to your students. If you also subscribe to SCC's Education Resource Center, consider augmenting your lesson plans with ERC instructional material to help reinforce key concepts within the program (like ticket sales, branding etc).
- ☐ Your subscription offers access to many resources ranging from advice from industry pros, promotions ideas and templates to help get you started. Take the time to review, determine which to share in class with your students, and take advantage of those resources!
- ☐ Prepare your students by making certain they are aware that participation in the program will require commitment and dedication. The payoff will come in the form of a wonderful resume-building experience and tremendous learning experience...all while they are having fun!

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Establishing Your SBP: Recommended Groups

Option #1 - Use the provided chart below to determine which teams/groups to create for your Sports Business Program. A larger class size will allow for you to engage in more activities and the chart will help to prioritize the groups that will offer the most for your program. For an event of your own, you will want to create every group.

Option #2 - Rather than dividing your class into teams/groups, consider working through ALL the modules with the entire class, allowing you to expose students to all the business concepts covered in the Sports Business Program. Again, for an event of your own, you will want to create every group.

Class Size	Recommended Groups
5-10 students	Marketing / Sponsorship / Publicity
10-15 students	Marketing / Sponsorship / Publicity / Branding / Ticket Sales
15-20 students	Marketing / Sponsorship / Publicity / Branding / Ticket Sales / Event Operations
20-25 students	Marketing / Sponsorship / Publicity / Branding / Ticket Sales / Event Operations
25+ students	Marketing / Sponsorship / Publicity / Branding / Tickets / Event Ops / Merch / Concessions & Parking

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Training Modules & Activities List



Student Self–Assessment



Marketing



Sponsorship Sales



Ticket Sales



Publicity



Game Operations



Merchandise



Branding



Concessions and Parking

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Setting Your Program Up For Success

- Review this process with your Athletic Director and administration prior to any implementation.
- Contact your state high school athletic administration to insure your program adheres to all the guidelines, rules and regulations set forth by the state's governing body.
- Review each Training Module before assigning them to your students.
- You will garner much support from faculty if you use the SBP as an opportunity for collaborative learning experiences. Utilize students who excel in all areas of school curriculum, such as those students with strong computer skills, art and design skills, writing skills etc.
- When creating your program and the packages you will offer, think about things from a fan or sponsor perspective. What values can you provide them?
- Consider supply and demand when determining your pricing. Those "inventory" items with shorter supply carry a higher value and should be priced accordingly.

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Setting Your Program Up For Success

- Be professional. You want to create the perception that you are running a professional, classy program. Remember, you are representing your school (and employer) with this program. In addition, you'll want to set a good future example for your students.
- Make sure to set aside a percentage of the proceeds from the SBP to be reinvested in the program.
- Be creative with this process, but be cautious of "overdoing" it. Work closely with your Athletic Director and the coaches of the sports you are promoting to make sure your program does not interfere with what they are trying to accomplish.
- Utilize the supplemental materials provided to spark creativity and innovation.
- Create a "Sports Marketing Scoreboard" to track the progress of your goals.
- Have Fun! Enjoy this experience and your students will too.

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Reaffirming the SBP Goals



Work Experience

Your program should create an opportunity for students to gain “hands -on” sports marketing experience.



Build Community Spirit

Your events should offer the ultimate entertainment atmosphere for your fans and student athletes, ultimately raising the level of community spirit.



Fundraising Support

Your events should raise funds for your program, school, and/or athletic department.

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Customize the sports marketing scoreboard for your program based on your specific goals. You can access the scoreboard template from the "SBP Templates & Worksheets" folder provided with your Sports Business Program subscription.



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Using the Sports Marketing Scoreboard

- The Sports Marketing Scoreboard is available for editing. Customize the scoreboard to reflect specific goals as they relate to your Sports Business Program.
- When determining goals, be sure to identify those objectives that can be measured and tracked using the scoreboard.
- Be sure to be consistent in tracking your progress on the scoreboard with regular updates to help paint an accurate picture of your program's growth.
- Display the scoreboard in a place where the entire student body can see it to create an atmosphere where everyone at your school feels they have a stake in the success of your program
- Refer to page 35 in the Teacher's Guide to Marketing Your School Sports, Events & Entertainment digital publication for more tips on clearly defining your program goals.
- Have fun!

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Launching Your Sports Business Program

- Fine tune and customize your “Program Introduction Letter” template from the forms and template folder online to include the relevant information from your program and add any additional information you want to include.
- Have students from your class drop the letter off at local businesses (preferred) or simply perform a direct mailer
- Talk with the local Chamber of Commerce to see if you and your students may be able to present/introduce your program at the next meeting...a great way to raise awareness of what you’re class is working to accomplish and gain some potential leads along the way!
- Find your chamber at: <http://www.chamberofcommerce.com/>
- Work with your publicity team to disseminate a press release to local media outlets regarding the introduction of your program and offer access to the press kits developed in the classroom
- Work with your marketing team to develop (and approve) any graphics or visuals you might want to post on your program's social media channels

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Launching Your Sports Business Program

- If possible, advertise your program in the school's course catalog and via p.a.'s.
- Host a program "launch" party and communicate your program's goals to the entire school, staff and administration.
- Mark an official "launch" date for your program's website, and talk with any graphic design or web design classes that might be offered at your school to enlist additional support.
- Develop your program mission statement, put it on a large piece of tagboard, and place them somewhere everyone in class can see.
- Define your program goals and corresponding timeline, print them, and place them somewhere everyone in class can see.
- Using the template provided in your SBP templates folder as a guide, create your program's scoreboard. Be sure it is large enough and placed in a prominent place in the classroom so your students know what they are working toward every time they are in class.
- Have fun!