

2021 SCC SPORTS MARKETING CHALLENGE



Sports Career Consulting's Fantasy Football Classroom Challenge

COMPETITION PACKET: 2021



SCC FFL COMPETITION PACKET: 2021

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1. LEAGUE RULES & OVERVIEW

1.1 - ELIGIBILITY

At this time, participation is limited to one team/franchise per school. There are several ways for your class to enter/participate:



1) Each week, collaborate as an entire group and submit your weekly sports marketing challenge results as a class

2) Divide your class into small groups (or pairs) and encourage each individual team to complete the weekly challenges. Have the groups present in class; then have the class select which challenge response to submit for the week.

3) If you are not interested in having the entire class participate, offer extra credit to encourage a group of students (or individuals) participate on behalf of your class or school.

1.2 - PROJECT GOAL

The goal of SCC's "Fantasy Football Challenge" is to provide a unique and fun way to simulate the sports business experience, offering a stimulating forum for students to apply concepts learned in class. The sports marketing challenges are designed to address fundamental sports

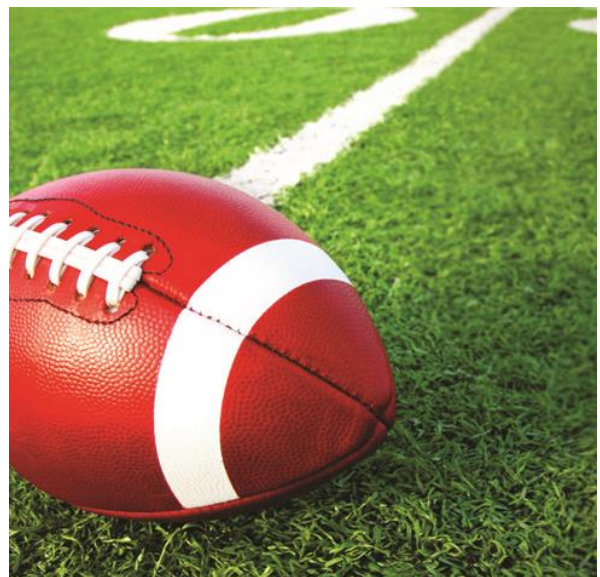
business strategies, most of which will relate to concepts covered in our textbook.

1.3 – PRIZES / REWARDS / ACKNOWLEDGEMENTS

Our blog (sportscareerconsulting.com/blog) will feature updated standings after each sports marketing challenge is evaluated. We will also acknowledge any particularly effective or creative ideas your students come up with for each challenge.

The LEAGUE CHAMPION will win a pizza party AND a championship trophy to display in the classroom. The 2nd place finisher will also win a pizza party and various team efforts will be rewarded at the end of the season.

Does your class have what it takes to become the next SCC Fantasy Football Challenge champion???



1.4 – TEAM NAMES

One of the first weekly exercises your class will be required to participate in will include a branding activity. Students will be asked to create a team name, city, team colors, logo and other variables consistent with brand development so please keep that under consideration when you submit your team name. We also ask that you **use discretion, submitting appropriate team names only!**

1.5 – CONNECTING THE COMPETITION WITH SCC'S CURRICULUM

For those of you using SCC's textbook as your primary text, please note that the sequence of topics covered in the fantasy football competition sports marketing challenges does not align with the sequence of chapters in the textbook. For those who wish to review SCC textbook content prior to addressing the challenges, here is the order in which the challenges will be presented along with the corresponding unit from our textbook.

Challenge #1: Financing / Marketing Plan (Lesson 3.2, Lesson 3.5, Unit 5)

Challenge #2: Branding (Unit 6)

Challenge #3: Communications / PR Plan (Unit 11)

Challenge #4: Fan Experience (Unit 10)

Challenge #5: Ticket Sales, Promotion & Sponsorship (Units 7, 8, 9)

Challenge #6: Fan Engagement / Digital / Social Media Marketing (Lesson 2.8 / Lesson 4.8)

After reviewing each franchise's weekly submission, points will be assessed by the league office, ultimately impacting each team's position in the standings. Remember, this competition does not factor in player performance and we will not be drafting players or setting lineups. Winning the competition is all about performing well with each of the six sports marketing challenges!

* IMPORTANT NOTE REGARDING SPORTS MARKETING CHALLENGE SUBMISSIONS *

Please note, student response to each of the six different sports marketing challenges this year will be limited to a maximum of four pages. Supplemental documentation will be allowed, but a point penalty will be assessed for any challenge submissions that exceed four pages in length.



2. SPORTS MARKETING CHALLENGES

2.1. CHALLENGES OVERVIEW

The goal of this project is to provide a fun and unique way to teach key sports business concepts. Those concepts are reflected in the topic areas covered in each of the six sports marketing challenges that we will distribute throughout the season.

2.2. SUBMITTING CHALLENGES

The league office will create a folder exclusively for your franchise on Google Drive. We will send an invitation to join that folder once it has been created. You will submit your responses to each folder by uploading your files to this folder. If the files are not uploaded by the due date, you will be ineligible for full credit for that particular challenge.

2.3 – EVALUATION, SCORES & STANDINGS

SCC (your league office) will provide updated standings to league members following the evaluation of each sports marketing challenge on our blog.

We are really looking forward to our sixth annual fantasy football competition and seeing the creativity of your students shine through.

Have fun and enjoy the experience with your students!

SPORTS MARKETING CHALLENGES: TENTATIVE DUE DATES

Challenge #1: Marketing Plan

Due: Sept. 24th

Challenge #2: Branding

Due: TBD

Challenge #3: Communications

Due: TBD

Challenge #4: Fan Experience

Due: TBD

Challenge #5: Tickets & Sponsorship

Due: TBD

Challenge #6: Digital Marketing

Due: TBD

